

‘So this is how the Vikings ended up’

- A Study of Salient Nationalistic Frames in Norwegian Online Newspapers



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Master thesis, Nordic Media

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*‘Can’t believe that anyone cares about that someone cared about
someone who cares about what others care, write those who don’t
care about what others care about.’*

*- Facebook-user commenting an Aftenposten article on why Norway is concerned with what
other countries thinks about the country.¹*

¹ <https://www.facebook.com/aftenposten/posts/10153842903190454> (Last retrieved 5.28.2014)

Sammendrag

Denne masteroppgaven tar for seg hvordan nasjonalisme som ideologisk begrep kan flagges gjennom medietekster. Nasjonalismebegrepet er i denne oppgaven forstått som vår ‘common sense’, eller alt det en tar for gitt i et samfunn, etter teoretikere som Michael Billig og Michael Skey. Oppgaven tar kvalitativt for seg ti ulike artikler fordelt på tre temaer. Alle har de til felles at de benytter seg av en utenlandsk medieartikkel til å uttale seg om hvordan Norge er. Masteroppgaven tar for seg de ulike temaene og ser på ulike medierammer som er tilstede i deknningen av hver av dem. De tre temaene er Bastøy fengsel, sakte-tv-programmet ‘Nasjonal vedkveld’ på NRK2 og utenlandsdekningen av Stortingsvalget i 2013. Oppgavens problemstilling er: Hvilke typer nasjonalistiske medierammer kommer til uttrykk i medietekster om Norge? Oppgaven presenterer til slutt seks ulike medierammer om Norge: «Annerledeslandet», «det rike landet», «landet uten bekymringer», en «vikingnalgisk og historisk»-ramme, en «overskrifter i utlandet er bra»-ramme og «mistorstått i utlandet»-rammen. Et av oppgavens klareste funn var at de fleste av artiklene innenfor et tema benyttet seg av de samme rammene, og at dersom en eller to utenlandske (engelskspråklige) medier omtalte en sak fra Norge kunne de norske overskriftene lyde for eksempel «internasjonal oppmerksomhet» eller «utenlandsk interesse».

Abstract

This thesis investigates the reproduction of nationalism in Norwegian media. The research investigates the part of nationalism that we take for granted, and can be traced by analysing textual elements such as phrases, metaphors and stereotypes. The research question is: What kinds of nationalistic frames are present in articles about Norway? The thesis analyse ten different articles divided into three different cases. The cases are Bastøy prison, the slow TV show ‘National Firewood Night’ on NRK2 and the foreign coverage of the 2013 Parliamentary Election in Norway. All of the articles have in common that the articles are referring to a foreign source. Based on the findings the thesis presents six different frames that were present in the texts; the ‘headlines abroad is positive for Norway’-frame, the ‘country with no concerns’-frame, ‘misunderstood abroad, but we know who we are’-frame, a ‘Viking and historical’ frame, the ‘wealthy country’-frame and the ‘different country’-frame. The articles showed that Norwegian media tend to overstate the attention abroad by using headlines that implied an international interest in the case, when it was covered in one or two English media.

Acknowledgments

When I started doing the research for this project, I was complaining to my supervisor Charles Melvin Ess (S-13, S-14) because I could not find any previous studies on what I was interested in. Charles said that this was the biggest reason to do the study – exploring an unexplored field. Thanks for your encouragement to go through with the project. As one of the theorists I make use of in the study says: We tend not to study what seems obvious to us, but that makes it even more valuable to study. What we take for granted might be totally irrational for others, and vice versa.

Big thanks to my friends, fellow students and family; for all the support, help and motivation the last months, and for listening to me talking about the thesis all the time. I will turn back to normal now.

To my mom and dad, who always think I am working on my thesis and don't dare to call me anymore – from now, I can babysit the dog again!

As a true media student, I am available on all social media, so thanks to Twitter and Facebook for keeping me updated on how well everybody else is doing, but also for giving me advice, cheering and support from friends. Thanks to Pinterest and Instagram for bringing me motivational quotes after hours of procrastination. One of them said that we procrastinate and postpone the things we are afraid of. And I guess I have been afraid at times of handing in the thesis and be done at the University of Oslo where I've been belonging for five years, and afraid of what will be the next step from here.

Seeing the Washington monument, surrounded by – I guess 50 – American flags for the first time made me sure that I chose the right subject for my thesis. Even the lifting cranes on the surrounding construction sites have American flags hanging down from them, flagging the American nation every day. It is extreme for a Norwegian, and it made me even more curious on how the 'Norwegian-ness' in my culture were reproduced.

To the Norwegian Embassy in Washington for letting me experience what it is like to work with Norway as a brand abroad in the fall of 2013. Working with their social media and drawing attention to Norwegian culture abroad gave me insights to work with the thesis that I would not have gotten other places.

To my American friends and your questions about Norway - My stay in the US shaped the way I present Norway to foreigners, and made me able to see Norway from a distant perspective. I have become more aware of my own stereotypes about Norwegians.

Again, a big thanks to Charles, for believing in me – and giving me useful advices about not only my thesis, but on how he experiences and understand Norway and Norwegians as a foreigner and the whole academic experience I have been through. It has been very useful with some philosophic input in the darkest academic moments.

Oslo, May 29th 2014,

M

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1 Introduction

From time to time, you can read about Norway in foreign media rendered and covered in Norwegian media. Headlines about international coverage of Norway as a tourist destination, Norwegians getting noticed abroad, or other issues appear frequently. For tourism and foreign policy makers, it is important that Norway has a good reputation abroad – but what can we read out of the reporting on what foreign media assume about Norway? This thesis will investigate three topics where foreign media wrote about current affairs in Norway.

When the trial against Anders Behring Breivik started in April 2012, several international media reported extensively. For me, as a media student with an interest for news events above average, I started to notice all the reporting the Norwegian journalists did on the international media. Of course this was one of the biggest trials in Norwegian history, but I realized much of the reporting focused on what other countries thought about Norway as a nation. Later, I realized this was the same in other articles; what foreign media have written about Norway, and their opinion. The Norwegian journalists seemed – to me – very interested in what other countries thought about “us” – Norwegians. Also, I had experienced that when I went to the sources of their (often) optimistic reporting about what other thought of us – I got disappointed. Usually, the articles were shorter, they were about several other countries as well, and I did not get the impression that they really cared *that* much or that it was *that* big of a deal.

When I had established an interest for this type of reporting, it seemed to me that the Norwegian journalists were obsessed with what other countries thought about us – I started to wonder, is there any pattern in the way the journalists report on Norway seen from abroad? What is it with the Norwegian journalists, reporting on “everything” that is being said and written about Norway – and even more interesting: what kinds of consequences can this reporting have? Do they contribute to the idea of Norway or Norwegians? Within media studies, it is contested how much power the media have, and to what extent the audience is being affected by this, but there is no doubt that journalists set the agenda for the public debate, and in that way might have a great impact on us.

Norway is a young country. Norwegians celebrated the bicentennial of the constitution this spring, the second-oldest constitution in the world still being used, but Norway has only been independent for 109 years. The shaping of a national identity might be influenced by being

under Sweden and Denmark for several hundred years. It could be that the focus on what other say about us is a result of this. The former poor country that gained extreme wealth due to the oil discoveries in the late 1960's, the position as a peaceful and influential nation with high gender equality, histories from the Viking Age and a beautiful scenery are often mentioned when Norway is branding itself abroad, but also high prices and a shy population are stereotypes we carry out. 'It is typical Norwegian to be good' is a saying originating from former Prime Minister Gro Harlem Brundtland in 1992. This has been used in many contexts after this, and with different variations, to say something about how Norwegians are².

Innovation Norway states in their report on international press relations that the number of coverage on Norway as a tourist destination has doubled from 2012 to 2013.³ Public diplomacy and branding Norway internationally is important to attract tourists to Norway, but what can be said of the coverage where the Norwegian journalists over and over states how beautiful, but expensive the country is?

In *Aftenposten* 6th of February 2014, one could read that one of the journalists was tired of Norwegians' preoccupation of what other countries thought about 'us'. It says: 'It never stops surprising me that Norwegians have this ability to make themselves so small. As soon as someone says something about Norway - qualified or unqualified – it's exaggerated. It will be a hot topic.' The journalist is guessing that the size of the country is crucial and related to how concerned the country is with its image abroad, and advice the Norwegian people to take foreign articles about Norway with a grain of salt.⁴

Maybe it is the law of Jante and an inferiority complex, after the long unions with Sweden and Denmark that makes Norway so conscious about how others perceive the country?

The thesis will investigate ten articles from online Norwegian media outlets. By using theory on framing, identity and stereotypes I will investigate what kind of nationalistic elements it is possible to trace within three different cases. The term nationalism, and the flagging of it, will be essential throughout the paper. The term itself offers some challenges as it is understood as extremist and right-wing ideology in everyday speech. The research is focusing on the common sense part of the nationalism, what Norwegians share as part of the same culture, and

² <http://www.nrk.no/skole/klippdetalj?topic=nrk:klipp/255636> (Last retrieved 5.26.2014)

³ <http://viewer.zmags.com/publication/f987d83d#f987d83d/1> (Last retrieved 5.28.2014)

⁴ http://www.aftenposten.no/nyheter/uriks/Hvorfor-gjor-vi-oss-sa-sma-7459585.html#.U149yPl_vkc (Last retrieved 5.26.2014)

what they take for granted as 'set' or true. Meaning is temporary, and it can always be contested, so the term nationalism is discursive, and can be analysed as such.

The media's position as an institution reproducing and reinforcing certain beliefs and stereotypes will be examined. The thesis seeks to reveal salient frames in Norwegian media texts that make use of one or more foreign sources. The code scheme developed for this research includes different aspects, such as metaphors, stereotypes and identities, the usage of words such as 'Norway', 'Norwegian' and the more group defining 'we' and 'us'.

The media say a lot about the distinctions between 'us' and 'them' – which are also very important to research, and a lot has been done on researching 'the others', and how 'they' are portrayed in the media. I will argue it is valuable to research the things we take for granted inside a culture as well, that maintain and reinforce our culture as we know it.

Research flagging of nationalism in Norwegian media is not common. The research will come up with suggestions for nationalistic frames and it is done with a transparent procedure so it is possible to do similar research in the future.

The study is closely related to discourse, and one can also understand the common sense in a society as the leading discourse. Frames are also closely related to the theory of discourse because it investigates the common ways to portray and present an issue.

The thesis' title 'so this is how the Vikings turned out' is taken from one of the articles analysed. It was a comment from a reader on New York Times' online edition, and were rephrased in *Aftenposten*, without explaining it as anything else than a 'love declaration to Norway and Norwegians'.

1.2 Structure

First, the research question and hypotheses are presented. The research question asks for what kinds of nationalistic frames are possible to reveal in Norwegian media texts. The thesis will suggest a set of frames salient in ten online news articles, based on the textual analysis of them. The thesis also has two articulated hypotheses that will be tested. Then, I will give an introduction to the theory applied in this study and the terminology. Terms such as nationalism, national and collective identity, the concept of flagging, stereotypes, are all

words that will be explained and appear in the research. Also, the thesis provides a section discussing the media, to place the study and argue for its relevance.

Then, the thesis will present its method, which is a textual analysis with a qualitative design to reveal frames utilized within three different cases. The research is looking for, and trying to identify, a set of frames that are salient when talking about Norway, and the developed code scheme is presented to shed light over all investigated elements in the research. The first case presented is about Bastøy prison in Norway. The thesis investigates three different articles reporting on a foreign news article about Bastøy.

Further, the data will be presented, together with how I went on with this research. The study has investigated ten different articles, from Norwegian online media.

Judgments on reliability, validity and the possibilities for generalization are presented before the analysis. One of the hypotheses is also tested through a table, illustrating the difference in length on the Norwegian and foreign articles, and the use of additional sources.

Then the findings will be presented in three sections, one for each case. Further, the text will draw some conclusions and present the suggested set of frames, before I give some recommendations for further research within this topic.

Attached to the thesis are also the completed code sheets and the articles subject for analysis in their textual form. Because all the sources were found through online editions of newspapers and other media outlets, the text is included to ensure the research is possible to verify.

2 Research Question and Hypothesis

If Norwegian media reproduce certain thoughts and beliefs about Norway as a nation and Norwegians, it should be possible to trace the nationalist elements in media texts. This will be further explained and linked to theory in the following sections. The research seeks to reveal patterns and specific ways to portray Norway and Norwegians through media texts.

2.1 Research question

Reproducing nationalism through the media is affecting us in different ways: It can activate a strong national identity when necessary, as will be explained further in the sections. It will reproduce the society as we know it and ensure continuity, but it will also always be in someone's interest. This might be absolutely unintentional from the journalists, but the research regards the audience as active and critical, and able to assess media texts themselves. Repeated over time, some of this might be understood as truths about the society. The thesis seeks to reveal what type of nationalism that is at play in different media texts.

Research question: What kinds of nationalistic frames are present in articles about Norway?

Through a textual analysis I will be looking for words that carry a deeper meaning, or imply a common understanding, just like 'we' can refer to a taken for granted we that does not need to be explained, and I then seek to place them into different frames.

If we trace elements (for example metaphors, stereotypes, words and phrases) of nationalism in media texts, it might be possible to say something about how our collective identity is being shaped and reinforced. This is not necessarily a bad thing – the term nationalism tends to give an extreme right-wing connotation. I will give a further explanation of terms in the next section.

2.2 Hypotheses

Hypothesis I: Norwegian journalists present foreign articles about Norway by utilizing stereotypical presentations of Norway and Norwegians.

I have a hypothesis that the journalists unintentionally report different subjects with a “routine framing”. This means they are affected by the frames themselves, and use specific terms and phrases when reporting on different issues (Reese, 2010, p. 19). It is reasonable to assume that journalists are just as affected by, and will use, the same frames and discourses as everyone else in a culture. But they should seek to be aware of them, given their profession and mission to be as objective as possible to ensure a free and democratic press.

For example, Norway’s wealth is much because of the oil and the government’s intervention in the regulations from 1960’s and until this day. The analysis will measure the use of the word oil, and oil related terms to investigate if oil is an important and defining factor in Norway today.

Hypothesis II: The articles are mainly referring to short foreign articles, and making a longer text leaving the impression that the Norwegian journalist overstated the relevance.

This hypothesis claims that the articles are subject for a copy and paste-journalism that takes information from other places, rephrasing it and commenting it in Norwegian, and that they tend to overstate the actual attention the case got in another country. The impression is that foreign media mention Norway in smaller articles and notes.

My research will try to investigate if the articles I analyse that are based on foreign news articles can be read as fillers or is considered good, journalistic work. To assess this I will investigate the number of sources and length with the original article the text is based on, although it might not show the whole picture or explain the journalist’s motive completely without interviewing the author her- or himself.

When working fast and mainly rephrasing another text about Norway, it is reasonable to believe that it is easier to be tempted to make use of already established stereotypes and identities in the reporting, which serves to maintain and reinforce ideas about Norway and Norwegians.

To test this hypothesis, I will compare the length of the articles, measured in words, with the length of the given foreign sources. It is also important to take account for that the Norwegian journalist have processed the original text and made it more extensively with interviewing other sources and commenting the text. Therefore I have also measured the use of sources, and characterised who is giving information.

3 Theory

We have real and actual borderlines between people, but the ones this study will examine are the imaginary ones – how the media creates a distinction between us and them, or more precisely: how the media creates a label for Norwegians, and defines our borderlines, based on who belongs and not (Eide & Simonsen, 2005, p. 10). Journalists participate in frame construction and the reinforcement of them, as they write articles that utilize different kinds of frames. The concept of frames is understood as related to discourse and the cultural context. We are all subject for the cultural context and the leading discourses, and it provides us with ways to portray or talk about different issues (Reese, 2010, p. 18).

The thesis is researching the human being on the intermediate level, where we find the different collective identities, and see the self as a group member. (Augoustinos, Walker, & Donaghue, 2006, p. 207). I will research the social identity of being a Norwegian, through investigating how the media is a part of shaping and defining it, by flagging the nation through news articles. First, there is provided a theoretical backdrop to place the thesis within the disciplines, and then the different terms are explained.

3.1 Theoretical backdrop

My study is leaning on the idea of imagined communities as described by Benedict Anderson, who has been cited countless times. I make use of other theorists building on Anderson, such as Michael Skey, Michael Billig and Nikolas Glover. Elisabeth Eide and Anne Hege Simonsen are two theorists that have written a lot about ‘the others’ in Norwegian media, here they are used to illustrate how the media works and think about nationalism.

Although we often hear about the globalization of the world, very little is happening to the nation-states at the same time. They still exist although they have been predicted dead several times (Billig, 1995, p. 1). Seen from an economical perspective the last 30-40 years, then yes, the nation-state is weakened, considering liberalisation of markets and less state intervention. But it is still the nation-state that possesses armaments and organizes most of the social institutions in the society, so it still plays a vital role in everyone’s life (Sparks, 2007, pp. 158-165).

Transnational organizations such as the EU have boundaries as well – people from the outside are not welcome and able to travel and work where they want compared to the people on the inside. It is the same logic, in a bigger scale (Billig, 1995, p. 142).

This might seem obvious – and maybe even hideous to even write – “of course we have borderlines and nation-states”, one might say. Although the borderlines in today’s Europe does not look the same as they did in the 14th century, or during World War II – we take them for granted, and regard them as natural. Nationalism can be viewed as an ideology, and a very successful one (Billig, 1995, p. 22). We are in fact quite concerned with the nation-states and the boundaries they provide. For example we have the issue with illegal immigrants, and we define ourselves and others depending on origin. We believe “the world is (and should be) divided into identifiable nations, that each person should belong to a nation, that an individual’s nationality has some influences on how they think and behave and also leads to certain responsibilities and entitlements” (Skey, 2011, pp. 4-5). The idea of the nation is so strongly woven into the way we organize our society, that we almost assume it is a universal truth.

Nikolas Glover has been taking a close look at the Swedish public diplomacy and the shaping of a Swedish identity after 1945. He discusses how the public relation strategy of the government both served to ‘narrate’ and ‘connect’ Sweden with the rest of the world (Glover, 2012, p. 7). The same thing could be said about Norwegian media using foreign articles about Norway in their reporting, they relate Norway to other countries, and they also narrate and contribute to the ‘story’ about Norway as a nation, and its people. This has both an outward and inward mission (Glover, 2012, p. 11). The Norwegian media in Norwegian might not be the crucial source for how we are being perceived abroad – but it will be one of the main sources if foreign media search for contemporary information about Norway. How Norway is portrayed abroad can affect Norwegians’ see themselves.

There is a constant power struggle to define what being a Norwegian is – or any other national identity – and what is not, like the struggles in other discourses. The continued existence of the nation is depending on continued reproduction and re-representation, and winning the struggle to maintain the power to define (Glover, 2012, pp. 10,16).

As Colin Sparks argues, we see tendencies of a globalized world, with transnational organizations as an example, but long and established traditions within media, for example

broadcasting, and press, are national and local, and it does not seem to change (Sparks, 2007, pp. 184-185).

3.2 Definitions

The first three terms presented are closely related. Nationalism, national identity and the flagging of nationalism overlap, as it is hard to define them separately without mentioning the others. Nationalism is here understood as a successful ideology that is not often contested. It is rare that politicians argue for another way of organizing the world than in nations, although there are a lot of different opinions on *how* to organize the nation. We always hear about globalisation and how international and transnational organizations and arrangements are restructuring the world, but I will in the following section argue for the importance of nationalism, and its maintained position through flagging.

Collective and national identity will also be accounted for as the analysis will look for different ways to portray the Norwegian identity. Stereotyping is a simplifying categorisation tool for human beings and will also be defined.

The media's position in all of this is discussed at the end of this chapter, suggesting some possible reasons why Norwegian journalists write about what foreign media reports on Norway.

3.2.1 Nationalism

As already mentioned, this research views nationalism not (only) as the right-wing understanding of the word. It also includes words such as patriotism and loyalty, as we tend to call the more positive aspects of nationalism. There is more to the term 'nationalism' than only the extreme right-wing connotation we usually make use of in daily life conversations (Skey, 2011, p. 5).

Nationalism is a part of every citizen's life, and pretty ordinary (Skey, 2011, p. 5). Everybody belongs 'somewhere', and nationalism is the leading ideology on how we should organize the

world. It seems very natural and obvious to us, but our nation and society is culturally constructed.

But is there any point in studying the apparently obvious? Michael Skey, and other theorists, would say yes. It is important to keep in mind that our nation and society are culturally constructed. Organising the world in national terms seems very natural to us, but we should also study what we take for granted - because it says a lot about us (Skey, 2011, p. 6).

Having a national identity is beneficial in several ways – with the citizenship we can take part in many institutions; Education, health system, welfare, media, politics, business markets and so on, but also we feel connected to the individuals around us. Maybe the national identity helps the modern individual to feel included and connected with the world around them. So we achieve both material and psychological benefits from our national identity (Skey, 2011, p. 6). Social knowledge makes life predictable and manageable (Skey, 2011, p. 17). The reproduction of certain patterns and habits make the world more predictable to us, and individuals can find meaning in the system and continuity. To us, it seems like something that has always existed, and will continue to exist when one is gone. We think we are depending on the system, but it is just as much depending on people to believe it to actually exist.

The term nationalism has some negative connotations. It is often understood as extreme right-wing opinions of individuals or groups in our everyday speech. The term ‘banal nationalism’ as Michael Billig argues, is all the other nationalistic elements we can trace in texts and in everyday life (Billig, 1995, p. 5). The use of the word is interesting, as we are used to utilizing the words patriotism and loyalty when we mean the positive sides of nationalism and what we take for granted, and the negative is mainly called nationalism. “Our nationalism” is usually presented and viewed as loyalty and/or a good force and beneficial patriotism, unlike what we will ascribe others when they are showing their loyalty and patriotism explicitly (Billig, 1995, p. 55) With its extremist and arrogant connotations the word is usually avoided (Billig, 1995, pp. 159-160). This study will use the term nationalism, because I don’t find the other words as covering and with the same meaning. The study is looking for nationalistic tendencies in Norwegian media texts, testing a hypothesis that might be verified, or falsified.

By nationalism it is meant the banal and common sense part of the understanding. When the text refers to the extremist and right-wing sense of the word it is mentioned explicitly.

Michael Billig, Michael Skey and Benedict Anderson all contribute to explain the theory of nationalism. It is seen as an ideology, which appears so natural to us, that we take it for granted (Billig, 1995, p. 15) . As any other ideology it must struggle for hegemony, but the nation-state itself is not often contested. Nationalism is reproduced by politicians, but it would not survive if it didn't have great support in its people. We contribute to the reproduction of nation states by paying taxes, and maintain institutions such as the educational system and healthcare. The media is also a great part of this reproduction; just take a look at the structuring of the news: homeland and foreign news are separated, the weather map is structured with the nation in focus, with other countries surrounding it, for example (Billig, 1995, p. 117).

The repeated support for nationalism that we don't notice is called flagging. It can be symbols for the nation, as a flag, or a coat of arms or it could be myths, a national narrative, stereotypes and ideas repeated and appearing natural to us. Flagging will be further explained in the next section.

We live in imagined communities, as they do not exist per se; the existence of an imagined community is depending on the inhabitants believing in it, but it becomes manifested through institutions and social arrangements, and therefore appear real to us, and gets reproduced (Anderson, 2006). The banal nationalism reproduces ideological habits of the established nations in the western world (Billig, 1995, p. 6). The 'everyday nationalism' keeps the society stable, and predictable, creating patterns that structure our lives and make it look natural and real to us over time (Skey, 2011, p. 23). The reproduction of nationalism is not necessarily all positive, but the main point is that it strengthens (at least maintains) the power of the nation (Billig, 1995).

According to Billig, nationalism is at use whether it is peace or war. Flags and national anthems are being used during, for example, sports events more or less unconsciously. They work in some contexts more as symbols for the nation, but mostly they will not be noticed as such (Billig, 1995, p. 5). They contribute to reproduce the country, or at least its position within us and in the society as an idea or image of a country. The word 'nationalism' is often viewed as aggressive, while 'patriotism' is not seen as chauvinist or xenophobic (Billig, 1995, p. 56).

The world around us seems global, but the nation-state might have a stronger position than we acknowledge. Billig focuses on daily nationalism that is often neglected and underestimated

by other researchers. Nationhood is being reproduced every day, although theorists focus on globalization, because it is more explicit and easier to spot (Billig, 1995, p. 8).

Nationalism reproduces institutions and has armaments ready to use in battle. People contribute to the reproduction through tax money, and by sharing the idea of a national unity. This kind of nationalism does not need a campaign or political preparation to work – it is already inside us and can be activated in several occasions. The banal nationalism and the constant maintenance of the nation and nationhood create national identities (Billig, 1995, p. 7). With a constant reminder that people living in - or with a close connection to - Norway are Norwegians, and an understanding for what that identity contains, Norwegians can come together when they feel an external threat.

The 7/22 attacks in Norway in 2011 was committed by a nationalist in the very extreme right-wing sense of the word. But the Norwegian people also responded to the attacks with a kind of nationalism. Norwegians gathered, stood together, expressed love to the victims, their country and people. The national identity became apparent, without any preparation.

We view the nation as if it were real. Ideas, narratives, symbolic systems, routines, sense of self, place and time make you feel connected to a society or group. And it recreates the world as a world of nations, as we take its existence for granted. (Skey, 2011, p. 35).

‘Nationhood provides a continual background for their political discourses, for cultural products and even for the structuring of newspapers’ (Billig, 1995, p. 8). So this nationalism affects on several levels within a society, and it is the impact on the media this research will focus on.

‘The nation’ is a concept that can be contested, in a struggle for the power to define the term. There are often competing stories to be told about the nation, the retelling and rewriting of them reveals the battle for hegemony. Nationalism is a discourse; a battle for hegemony to define history and contemporary society (Billig, 1995, pp. 27, 64, 71). It is possible to understand nationalism with a Marxist approach: ‘The ideas of the ruling class (...) is the ruling ideas’ (Billig, 1995, p. 154), which argues quite strongly for taking a critical look at the reproduction of nationalism within a culture, without anyone reflecting upon it.

3.2.2 Flagging

Billig calls the constantly, repeatedly reminder of nationhood flagging (Billig, 1995, p. 38). Flagging is embedded into life, and absorbed into what we view as the truth, or natural in the world. (Skey, 2011, p. 18). It can be flagging with flags, and symbols for the nation such as anthems, coat of arms, or it could be more latent, for instance in the way we speak and the textual elements in media texts. Words and phrases are flagging the nation when we use them without explaining what we're referring too, such as 'our nation', 'us', 'we' and 'the people'. It is a daily reminder, yet at the same time it is not reminding us about anything, because it is not conscious. Flagging can be communicated for example through things that works as symbols, politicians and through mass media (Billig, 1995, p. 94). Some artefacts are flagging the nation unconsciously; for example money and coins are constantly flagging the nation. It is like a present nationalism that does not question it (Billig, 1995, p. 41).

In order to be reproduced; nation-states and nationhood must be believed in, communicated, imagined and remembered. (Billig, 1995, p. 17) When it is communicated through the media (as one of many outlets) it increases the chance for it to be believed and reinforced by the remembrance. The remembering of the present is not experienced as remembering, it seems just natural, so it is a collective forgetting at the same time; it happens mindlessly not mindfully. This is often forgotten when studying the contemporary society, probably because scientists research their own culture, and are potentially blind for the naturalness the flagging holds (Billig, 1995, p. 38).

There is a distinction between passionately waved flags, as obvious nationalism, and flags of routine that we don't put much thought into. In Norway we wave the flag passionately at 17th of May every year, but the flag is not as present as in the US the rest of the year. When a flag appear at birthdays, weddings and funerals the rest of the year, they are not understood as explicit nationalism because they symbolize other things in the situation, like celebration or honour. In the US the American flag is present everywhere and contribute to this mindlessly reminding of the country. The flag itself has no informational message, but in certain contexts or settings it symbolizes something more. The flagging is unwaved, unsaluted and unnoticed, but it serves the power of reproduction, and (re)confirm the nation over and over (Billig, 1995, pp. 38-40). The Norwegian flag is not so present in our daily lives, so the flagging can

be argued to be of a more textual and symbolic kind and this also argues for researching elements from the public, to see what kind of flagging Norwegians are exposed to every day.

What we take for granted that the receiver knows will contribute to the reinforcement of the national. Every time 'we' is being (uncritically and maybe unconsciously) used instead of 'the Norwegian people' it manifests nationalism as an ideology, and makes it truer. If something is repeated enough times, it can look very natural and true to us.

The flagging and reinforcement of national ideology can be seen as serving someone's interest, but there has been no, or very little, research on what kind of impact all of this flagging do to us (Billig, 1995, p. 59). The flagging on ordinary days with no national celebration is most interesting, as the national celebrations are more explicit and exceptional (Billig, 1995, p. 109). It is fairly easy to imagine that the national identity is more salient and more reflected upon during national celebrations, big sports events such as the Olympics.

What is interesting is that the constant flagging keeps us constantly reminding the nation, and constantly repeats to our unconsciousness what it is like to be Norwegian, and so on.

Although the identity is not activated all the time, it is there, latent. The national identity might not be salient or highlighted that often (Billig, 1995, p. 69), but the invisible flagging of it every day that seems so obvious to us can also make it easier activating in when needed, for example in times of war, or when the ideology and/or group is threatened.

In the newspapers, it is interesting to take a closer look at what the journalists suppose is known in advance for the audience. If a headline for example is "they took our money" they do not necessarily mean the newspaper's money – they might talk about a collective us, or the nation as a whole. As a member of the culture, we usually understand what kind of 'us' the article means, after decoding the text as a whole. In articles about the country it is common that words such as 'Norway' and 'us' get mixed up, and used as synonyms. It is extremely interesting to break the texts apart and take a look at who 'we', 'them', 'us', 'there' and 'here' are in the media (Billig, 1995, pp. 114-115). In cultural studies, and analysing composed texts, we often see flags as text, but we can do the opposite as well. Every 'us' and 'we' etc. in a media text works a flag for the nation, that contributes to the continuation and reinforcement of the culture (Billig, 1995, pp. 172-173). Our 'homeland is made to look homely', and it is after all in someone's interest that it stays this way (Billig, 1995, p. 175). It is the flagging that will be the main focus in the analysis, because it manifests the ideology.

3.2.3 Social identity

We all have our personal identity that distinguishes us from everyone else. But who we are, only makes sense in the relation we have to others. The typical example is that you are a female because there are males. Identities are being defined from what they are not. A person has several social or collective identities, which sort us into different social groups, although they are not all apparent at the same time. We can be ascribed identities, and we can acquire others. Ethnicity and gender are the two clearest ascribed identities. Being Norwegian is ascribed; although you could move from Norway and give up your citizenship, the society will still consider you as Norwegian by origin. Examples of acquired identities are occupation, political orientation or other groups you join based on preferences (although it is heavily discussed whether you choose them completely freely or not) (Augoustinos et al., 2006, pp. 203-205). I think it is important to research our collective national identity, because it affects all of us; although we might not relate to the stereotypes presented to us, they are shaping the reality around us.

Christine Ingebritsen and Susan Larson (1997) claim Norway has a strong national identity. They point out the country's short independence and the oil and petroleum industry as main reasons for this. Being handed over from Denmark to a union with Sweden in 1814, after being a part of Denmark for four hundred years, one can guess that the Norwegian identity became very strong when the country became independent in 1905. Two times have the Norwegians voted 'no' to the European Union. As a close ally with the US and as a part of NATO since the beginning, and according to the authors, Norwegians seems to have a strong self-confidence and faith in our country (Ingebritsen & Larson, 1997).

Identities are widespread in the media, and they are fluid and continuous. This makes them imprecise according to Elisabeth Eide and Anne Hege Simonsen (2005). They claim journalism can contribute to building a nation because of their reporting on the 'inner' or 'home matters'. They report on 'the inner others' which deviates from the standard, and could be considered a threat to the established identity, and compared with the distant others (Eide & Simonsen, 2005, pp. 13-16). Eide and Simonsen claim that with globalization, the distinction between us and them become more nuanced and harder to relate to as a clear distinction, and also make our inner weaknesses and challenges more prominent (Eide & Simonsen, 2005, p. 24).

Individuals identify themselves within already existing groups and identities, and in this way they continue to reproduce society as we know it. Existing social relations sets guidelines for the social life (Skey, 2011, pp. 13-14).

3.2.4 National identity

National identity is an imaginative identification with the nation state, claims Chris Barker. The identification is expressed through symbols and discourses, which also continually reproduce the identity through discursive action (Barker, 2012, p. 506). This discursive action can be for example media texts, as this thesis focuses on.

The shaping of national identities is hard to trace because it contains so many contributing factors. Traditionally, governmental propaganda (especially after World War II) would contribute to present a certain stereotype about the national, but today the world is even more globalized and the World Wide Web is contributing to shape different national identities as well. Foreign policy also says something about the national policies, and the “history of national relations is entwined with the social history of communication” (Glover, 2012, pp. 12-13). The world has become smaller, and national identities share some attributions with some other nationalities, and distinguish themselves more from others. The Norwegian identity is built on our uniqueness, but it also relates us to other nationalities, and gives the ‘Norwegian-ness’ a place in the order of national identities. All of the national identities we find around the world have the same code of particularity – they are all very different and unique, which also make them all the same (Billig, 1995, pp. 72-73).

Peter Bergman and Thomas Luckmann call nations ‘externalised products of human activity which have attained the character of objectivity through the process of objectivation’ (Glover, 2012, p. 16). Although they are imagined, and culturally constructed, they seem real, universal and given to us. The national identity has a ‘national narrative’ that places the identity in time and history. They seem reasonable for the society, although they are not automatically accepted and relatable for the members. There is a constant battle over this collective narrative, and the power to define them, so they are constantly changing and

evolving over time (Glover, 2012, pp. 16-17). This is what Billig calls the collective ‘remembering and forgetting’ within a nation.

Sometimes, the media act or speak ‘for’ the nation, or as the nation – but in other times they might talk ‘against’ or *to* the nation, trying to bring in a new perspective or changing the frames and discourse. It depends on the interest of the involved actors, and the sender (Glover, 2012, p. 21).

We live in a world of nations, and cannot see Norway as an isolated country. Communication and information are not static and timeless, so giving a picture of the national identity as a whole will not be possible in this study; it will only be a representation of the Norwegian identity in a limited time frame (Glover, 2012, pp. 26, 184).

Historically, it has been important to build a country’s identity, at least since World War II. The Cold War, the creation of a new map of Europe and the wish to maintain peace all contributed to a more strategic public diplomacy in the Western world which has had an impact on societies (Glover 2012, Snow & Taylor 2009).

Ingebritsen and Larson claim that by the late 90’s, the Norwegian identity was very strong, and explain it by referring to Norway’s independence only 90 years earlier. Now, almost 20 years later, the public opinion seems to be on the same track regarding joining the EU or not. Their argumentation for claiming this is that the debate regarding if Norway should join the EU in 1994 or not, was heavily influenced by the debate about what is Norwegian, and distinct us from others, rather than focusing on the benefits of joining a bigger union. The benefits we achieve from the petroleum industry, combined with a strong national identity is their explanation of why Norway has chosen to not join the EU. Our neighbours, Sweden and Denmark, joined early, and the authors compare Norway with Finland, as two countries that have been “dominated” by others. In Finland the debate on whether the Finnish people should join the EU in the 90’s or not, was based on Finland’s wish to relate to central-Europe more than Russia. Norway has been a part of NATO since the beginning, and Ingebritsen and Larson argue that Norway can afford to stand outside the EU as long as Norway has a strong oil industry and the promise from NATO to come to the rescue in a potential war (Ingebritsen & Larson, 1997).

National identity is found in the embodied habits of social life (Billig, 1995, p. 8). National identities are ideological creations, coloured by the historical processes of nationhood, and do

not exist outside our minds. But we tend to present national identity as a thing, such as a mountain, something that has been there forever, and will last forever (Billig, 1995, pp. 26, 65). Of course a national identity is not entirely invented; it can be seen as a successful identity winning the right to define what's national and not. Originally there must have been some people that have felt some loyalty and some relation to each other. Also the use of symbols combines people and creates identities. We flag some things as symbols for the national identity (Billig, 1995, p. 26), for instance the Norwegian *bunad*, or the Scottish kilt. Norwegians do not have to have the *bunad's* meaning and symbolic value in a picture explained to them – they will know the code.

The national identity also places itself in time and space. In time, because it is often a narrative attached to it; in Norway for example, we are taught some stereotypical stories that our national identity descends from the Vikings and that we have several other national romantic attributes, although people in different ages might have defined themselves in a totally different way. Placing itself in space is often in relation to a geographical country, but it could also be highlighting the number of inhabitants, for example.

We “demand” that people today have a nationality (Billig, 1995, p. 37). What is special with our national identity is that with it also comes some responsibilities and rights. We are all born and get a citizenship. Your national identity defines you abroad, travelling and moving to another part of the world could require visas and permission to entry. Even if you change your nationality people will regard you as the original nationality by origin because it is an ascribed identity. Gender, race and other identities we are ascribed don't give you the same opportunities and limitations.

Human beings want a positive social identity, or self-conception. They compare themselves positively within the group and will produce flattering stereotypes of themselves – and less positive, and sometimes negative, about others. They will try to maintain the positive self-identity and then reproduce the group and its thoughts and views (Billig, 1995, p. 66).

National identity is complex: individuals have to imagine themselves as nationals, imagine their nation as a community, imagine that they know what a nation is, and identify the identity of a nation. (Billig, 1995, p. 68) All of this is learned through life, by socializing and interacting in groups, and the shaping of identities is dynamic as well, and does not occur in a social vacuum. Individuals have several identities, activated in different situations, and although the identity is not activated all the time, it is still there, latent. The national identity

might not be salient or highlighted that often. The switches between different identities might not be conscious, but is possible to spot in changes in our behaviour, way of speaking etc. (Billig, 1995, p. 69). The modern individual can choose from a lot of identities and become the person they want to be, and many of our identities transcend the idea of national borderlines. It is possible to identify with a group you haven't met in person, and most likely there is no group, only people imagining it (Billig, 1995, pp. 68, 146). Sometimes it is your ascribed identities that come at play, and in other times your chosen identities will be in focus.

3.2.5 Stereotypes

Nationalism tells 'us' who 'we' are, but the 'we' is nothing without a 'them'. Our nation is imagined in relation to other imagined countries, as identities always tells us what we are not (Billig, 1995, p. 78). Billig explains stereotypes as 'shared, cultural descriptions of social groups'. Some are more like "us" than others (Billig, 1995, p. 80).

Within social psychology the concept of stereotyping is explained as useful to humans, because it helps us organizing the world (Augoustinos et al., 2006). It is also important to remember that the stereotypes are not static, they change over time, and they are justified and explained by contemporary events. Usually, we tend to consider ourselves as the normal, and structure the world out of our logic. Sometimes 'we' claim that others possess qualities we don't have, or 'they' lack some attributes completely. A classic example is how 'we' never act intolerant, but 'they' might (Billig, 1995, pp. 81-82).

Further, we must not forget that stereotypes are not always negative. The 'others' can be friends, allies, enemies and so on, but the relationships and the stereotypes about them change over time (Billig, 1995, p. 87).

Stereotyping is generalising attributes onto a whole group, and stereotyping strangers is called xenostereotyping. This can lead to prejudice, hatred and racism but it also works for us to help map out and organize our conceptions. Our world is then organized in "social and status group hierarchies" (Augoustinos et al., 2006, pp. 247-249). Autostereotypes are the ones we have about our own group. Construction of the national identity is a constant interaction between the two types, defining who is in the group and who is out (Glover, 2012, pp. 18-19).

Norwegian journalists can be seen as challenging the autostereotypes when they make claims about Norwegians based on what other groups assume.

3.2.6 Media and its power

The media power in the 21st century is contested. Theorists have left the linear model of communication many decades ago – but we still ascribe media great power. They set the agenda for the public debate, and they have responsibilities regarding their role as the Fourth Estate. It is useful to say something about the Norwegian media, and how it works. This thesis should not be mistaken for claiming that the press is reinforcing a nationalism pushed through by the government. The text takes for granted that nationalism lays as a foundation, and woven, into our culture and public discourse. We are all influenced and we are contributing to reinforce it, or debating to change it.

The Norwegian media are independent, and one of the top three freest media outlets in the world⁵. Daniel C. Hallin and Paolo Mancini place the Norwegian media into the ‘Democratic Corporatist Model’ with the other Nordic countries and several others. It is characterised by a high degree of political parallelism (historical partisan newspapers, to some extent also today), a high level of newspaper readership, high level of journalistic professionalism and consensus, some state subsidising, and with an early development of press freedom – in Norway in the constitution from 1814, for instance (Mancini & Hallin, 2012, pp. 143-147).

Some of the articles in this research are taken from online versions of old, established press and broadcasting media in Norway, such as *VG*, *Dagbladet*, *NRK* and *Aftenposten*. It is reasonable to assume that they are working after the same standards as their printed and broadcasted outlets of the company, and probably making content for more than one edition. Other articles in this research are collected from a newspaper with a smaller coverage area. *Gjengangeren* is a local newspaper in Horten, with a printed and online edition. *Side3* is a part of *Nettavisen*, which was Norway’s first online newspaper not originating from a traditional media outlet.

New opportunities online have changed how journalism and marketing work through the media. Capitalism and the market rules play a vital role within the media as well. Journalists

⁵ Reporters without borders: <http://rsf.org/index2014/en-index2014.php> (Last retrieved 05.27.2014)

tend to write about what others already have written about, because they know it will sell and attract readers (Eide & Simonsen, 2005, pp. 89-90). After the emergence of online news media, journalism has changed. There is no longer one set deadline, but a continuous one and a demand for being first with the latest news. The new ways of presenting news has also changed the way journalists work to gather information, and it has been discussed if the new online journalism can be called a copy and paste journalism. Using other journalist's work as your own is not accepted, but referring to and rephrasing texts are utilized to a great extent (Rasmussen, 2006, pp. 134-138). For the articles researched in this study one could say that they are fairly cheap to make, and timesaving. Among the sample presented here, a fair amount are interviewing its own sources and making the articles more extensive than just referring to a foreign story and citing it, but that happens too.

The new online times requires more of the journalist, and it is a potential threat that the journalism will look like an assembly line, with a lot of short, fast written texts that lacks the journalistic standard they are supposed to have (Rasmussen, 2006, pp. 126-127). The study is not able to tell whether the journalists wrote the articles as fillers for the web page, but it is worth considering this way to contemplate to the new times within journalism.

Eide and Simonsen claim that it is more accepted within journalism to use more stereotypical characteristics in the sports section than in the news section (Eide & Simonsen, 2005, pp. 51-52). Maybe this is applicable for the copy-and-paste journalism mentioned? In short, informative articles it could be easier to make use of simple stereotypes because of their format and the time spent on researching and writing them.

Eide and Simonsen write: 'The media are among the most important gatekeepers for the notions people have about distinctions between us and the others' (Eide & Simonsen, 2005, p. 7). So by claiming that media are shaping the vision we have about ourselves and others – one can investigate how this works, and in what ways. In this investigation, however, we will not be able to see how the readers will perceive the texts I will analyse.

Routines in everyday life, and the representations in media (culture) connects the present to a past and future and create the image of the nation as something eternal, powerful and something that exists. (Skey, 2011, p. 25).

The media works in a way that favours the sensational, polarized and dramatic, and journalists are taught to write and develop articles after certain criteria (Eide & Simonsen, 2005, p. 10). The media is not too nuanced in its reporting, short texts can contain several myths and stereotypes that we use in our daily life without recognizing them. News articles are also judged by their relevance before they are written and published. The articles from the three cases are different, but they all fall under the news criteria about current affairs, as they all are based on relevant stories from Norway (Gravengaard, 2010, pp. 25-26).

Our involvement when reading media texts is controlled unnoticeably in certain directions according to Eide and Simonsen (Eide & Simonsen, 2005, p. 12), and the articles contain signs or traces we can follow which will lead our opinion in specific ways. The audience has a critical mind and is not swallowing every word, but some of this is unconsciously – we do not get the whole truth in all cases, the article has a position and an agenda. This might be intended from the journalist, or it could be a result of habits. The elements we accept without reflecting is the flagging, or the banal nationalism – we do not think about it, but repeated over time this will seem more and more natural and true to us. Eide and Simonsen ask if we have ‘pre-programmed’ ways to portray a culture or country, as in a discourse (Eide & Simonsen, 2005, p. 59).

It is a big responsibility to give the right picture when reporting on a different culture. A lot of the readers do not know the countries being portrayed (Eide & Simonsen, 2005, p. 63). The articles from foreign countries in Norwegian media are in that way double interpreted, and they present the way a specific country look at us. If Norwegian media is writing about how Norway’s reputation is in other countries, they have a responsibility as well – most Norwegians do not know how Norway is being perceived in several other countries. In this sense, they try to see how we are being seen from abroad.

Journalists aim for objectivity and independence – but there is a thin line they are balancing on, not to get too subjective (Glover, 2012, p. 203). It is important to study how much the journalists take for granted in their texts, and what they suppose is shared and familiar for the receiver.

Glover sees communication and information as ‘concepts articulating changing historical discourses’ and not as given once and for all (Glover, 2012, p. 15), and this will be this thesis’ approach as well. The society is in constant change, so the frames that will be suggested in use in my sample might not be relevant when talking about Norway in five or ten years.

3.2.7 Hyperlinks

With the online media, hypertextuality became very relevant. Suddenly it was possible to add a link if the readers wanted to learn more – and it was also possible to link backwards in a news event, for example, so the reader could read the background or the previous events. It has also been used as a criticism that the journalist don't bother to putting the news in a larger context, adding hyperlinks instead (Rasmussen, 2006, pp. 88-89, 92). In this study, the hyperlinks works as sources and it is possible for the reader to read about what the foreign source says about Norway.

3.3 Summary

Nationalism is here seen as the common sense and taken for granted in our society. Nationalism and national identity are not entities in themselves, but appear real and very natural to us, because they are reproduced and presented to us as real. The study is taking a look at what is presented to us through media, to shed light to what we take for granted in Norway, and what is presented to us as real.

Flagging is the unrecognized manifestation of nationalism that we can trace in several different places. Money is one example of something that flags its country (traditionally at least, today we also have international currencies, such as the Euro, but it is flagging the European Union instead of only one country), and political speeches is another. This study is focusing on the linguistic flagging through media texts. National media is usually divided into sections, favouring the nation; news from other places are all called foreign, the maps are made with the nation in focus and so on.

Every human being has an individual and personal identity that makes us unique, but we also share attributes with others, and has a social or collective identity as well. The national identity is not salient and at play all the time, but in some occasions it might overlay other identities we possess. Our national identity is imagined, as we relate to a group where we will never know all of its members.

Also, none of the terms above are static. Every time the nation and its values are repeated Norwegian journalists like to show their audience what other countries say and write about us, and in that way also contributing to flag the nation, and reproduce the Norwegian identity - or; one kind of Norwegian identity. The flagging strengthens the nation's position as 'real', but it also changes it.

Now, the study will take a closer look at the method utilized in the research.

4 Method

The method used to research how the Norwegian nationalism is expressed through the media is a combination of different qualitative disciplines. A frame study can be quantitative when you have certain frames to look for. This research explores an unknown field, and then aims to investigate what kind of frames that exist through a textual and qualitative approach.

Billig underscores that banal nationalism should be investigated critically, to see what is being taken for granted, and what consequences the nationalism might have and question what is presented to us as obvious. It is important to question concepts that seem solidly real, although it is easier to discover others common sense, because it is not common to us. We do not question our own common sense because it appears real (1995, pp. 8, 15-17).

4.1 Framing

Frames, according to Stephen D. Reese, are ‘organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world’ (Reese, 2010, p. 11). Frames ‘draw upon a shared store of social meanings’, and are ‘explicit agents of ideological process’ (Reese, 2010, p. 18). With this understanding, frames can be used to make someone’s interest more relevant without being revealed as someone’s interest, but rather appear as common sense. Usually this takes place within the public conversation, often in the media, but we use frames to talk in everyday conversations as well. This relates the study of framing to power. If you have the power to influence how we talk about and understand an issue, you can more easily gain acceptance to legitimise your actions.

Frames can be viewed as ‘the deep structure’, in the sense that it is ‘the naturalized, taken-for-granted beliefs by members of society about what goes together’. This implies that we have to take a look at the latent as well as the explicit words and ask ‘what do we take for granted here?’ (Reese, 2010, p. 24)

The frames are not entirely made up by someone with a certain interest although they might – they are also connected to the larger discourse, namely, a dynamic cultural context with historical roots. This can make it hard to analyse them as entities, as they are woven into the

rest of a network of frames and ways to talk about issues (Reese, 2010, p. 24). Frames work to constrain us, but at the same time they allow us to participate in the public debate and be a part of shaping the discourse.

Reese also claims that the ‘(...) issues are organized in such a way that they guide policy and opinion’ (2010, p. 19). So the nationalistic frame(s) we can trace in texts about Norway are results of the existing discourse, but at the same time they contribute to the reinforcement of, or subtle changes in the discourse. These are not static, but change every time they are articulated. Or put in another way: Frames work at a textual *and* a cognitive level. They are articulated in a textual structure, but move to a mental one as they are being decoded by the receivers. In this sense frames work on both the micro and macro level (Reese, 2010, pp. 21-22).

In addition, ‘The idea of frames certainly suggests a linear transmission of influence from one location to another, exemplified by the agenda-setting model with its compelling matrix for tracking the correspondence of objects and attributes in media to audience’ (Reese, 2010, p. 21). The frames meet understanding and accept in the minds of the audience, as the frames change slowly over time, and not appear as a contesting and new frame.

A number of concepts and their relations can be summed up in a frame. To be able to identify some of them, I will look for myths, visual icons, narratives and catchphrases that can all contribute and belong to a frame. But it is also important to grasp the latent meaning in the framing as mentioned above, as they are all ‘discourse elements that articulate culture’ (Reese, 2010, pp. 19-20, 24).

4.2 Discourse

When talking about nationalism, framing and national identity we also have to explain what discourse is.

“Discourse constructs, defines and produces the objects of knowledge in a regulated and intelligible way while excluding other forms of reasoning as unintelligible”, or in short; what is ‘sayable’ and ‘thinkable’ about a topic, temporarily stabilized by someone with influence

on the topic. (Barker, 2012, p. 91). Because the meaning is only temporary, it is a battle to be in position to define the meaning or the reasoning.

4.3 Validity

The validity is to what extent the study is measuring what it was supposed to (Neuendorf, 2002, p. 112). I will argue that my study's validity is high because I do that. I had a certain phenomenon that I was interested in, and followed that through with the work with the research question, hypotheses and research design. The two hypotheses are tested and the research question answered.

4.4 Reliability

My sample might have a lower reliability – I had certain criteria for the data material, but at the same time, I have investigated several articles on the same topic so it takes account for differences between them.

Reliability is measured by 'the extent to which a measuring procedure yields the same results on repeated trials' (Neuendorf, 2002, p. 141)

One can expect lower reliability when looking for latent meaning, because it is impossible to be 100% objective as a researcher. It is easier to achieve with set variables as in a quantitative analysis (Neuendorf, 2002, p. 146)

The code scheme was developed by doing a small pilot analysis on an article not included in the research. Also because this is qualitative it is possible to include sections to fill in additional information; that is a strength compared to quantitative research, because it can grasp more of every article, but also requires a smaller sample to be able to work in depth with every single one.

In this case the code scheme was made to reveal nationalistic elements in texts. The texts vary in theme and content, but the code scheme developed worked on all the articles in this study.

This argues for a higher reliability, as the code scheme will look for similar elements other places.

A research should have some kind of peer review (Neuendorf, 2002, p. 112), but although the research has received feedback from supervisor and fellow students, the research is done by only one researcher.

4.5 Generalization

It is not possible to generalize out of this research. All articles in Norwegian media that refer to a foreign source discussing Norway are very different, considered all of the possible topics, but the ability to generalize have not been a goal for this study. The sample is small, and the qualitative analysis is not suitable for that purpose. The selection of articles is not random (Neuendorf, 2002, p. 87).

4.6 Replication

The research is done very transparently so it is easier for others interested in the field to investigate this thesis and its sources, and it is possible to go through the research and get the same results, as there are several elements investigated that is possible to search for verification on my results. The parts where the latent meaning is discussed, such as what the arguments really are saying and so on, are harder to replicate – but with the analysed material attached to the research, it is possible to go through all of this things to see where it is taken from.

4.7 Summary

As seen in this chapter, frames can be a way to detect discourses in a society. Discourses are understood as temporary stabilized meaning, and change over time. The method applied in this study is qualitative so as to be able to grasp both explicit and latent meaning in order identify frames in use in texts about Norway. The transparency in this research makes it possible to replicate it, or verify the findings. It is not possible to make generalizations out of

this study, but as the next section will show, there are other strengths with the study that a quantitative research would lack.

5 Research

This section will account for how the process of selecting the articles came about, as the sample is a non-random one. Further, it will argue for my choice of analysing online articles and my role as a researcher and member of the Norwegian culture and possessing a Norwegian identity at the same time. Then, the design of my research is described, with a thoroughly review of my developed code scheme.

5.1 Sample

The sample in this research is non-random. Preferably one should analyse among a random sample, but my interest in a specific kind of articles narrowed my opportunities. I had certain requirements to the articles being objects for analysis. The articles had to refer to one or more foreign sources, and also contain at least one hyperlink to this source.

To be random, every article must have had the same chance to be chosen for the analysis (Neuendorf, 2002, p. 83) The topic itself is hard to make proper searches for – one way one could go about it were to find articles about Norway in foreign media, and then search and see if Norwegian media reported on them, but a lot of the articles about Norway are never re-reported in Norwegian media, and it would have become a very time consuming way of collecting articles.

A lot of the foreign articles that get Norwegian journalists' attention are the articles on tourism. Many of the typical sources only mentioned Norway with one sentence and a picture, often as a part of a list with 20-25 other countries 'you should visit in 2014'.

Collecting articles through the three cases was convenient time wise, but it also opened the possibility to shed light over different reporting on the same case. Several other topics were considered, but the three cases the study investigates cover different aspects and I will argue that is a strength for the research.

Regarding the sample size, there is no proper answer to what is an acceptable amount (Neuendorf, 2002, p. 88). The amount of ten articles divided into three cases will highlight

different aspects about every case, and the cases will illustrate a variation in type of texts and more ways to talk about Norway.

5.1.2 Online material

The online news items are selected because they are easier to access and dig up, if the study is to be contested and repeated. They can also hyperlink directly to where the Norwegian journalist found the information. This makes it easier to assess and analyse the items, and making me able to test my hypothesis about the sources being shorter than the Norwegian texts. The downside with online material is that it could also disappear or be subject for change. The articles analysed in this study are linked with URL, and retrieved from the media database A-tekst to make sure the articles are available.

5.2 Role of the researcher

As a researcher and member of the culture I am studying at the same time, it is easy to be blind to what I am looking for. Especially when what I am looking for is what we take for granted. The theory applied in this research were mainly written by American theorists, and I can easily see the taken-for-granted-ness they refer to when it comes to the US because I have lived there as a foreigner myself. I have been working with Norway's reputation abroad and been communicating what Norway stands for to Americans, and I feel that the experience made me more critical towards what is taken for granted in Norway as well.

I tried to make the code scheme as specified as possible, to make it harder to let my opinion steer the interpretation as little as possible, and analyse every article on the same criteria.

But within qualitative studies, full objectivity is not possible, as we all have different ways to interpret things.

5.3 Design

The design of the study consists of a code scheme developed to analyse different textual elements to reveal nationalistic tendencies in media texts. The code scheme is attached to the thesis.

5.3.1 Code scheme

A definitive frame study will never be possible, because they are in continuous change (Reese, 2010, p. 17), so the research attempts to give a picture of frames utilized in ten different articles written in 2012-2013. There is no easy coding scheme for framing, as the categories might not immediately be detected, as it might operate on the latent level (Reese, 2010, p. 37).

The research is seeking to discover frames in use in a certain kind of articles, and to look for specific words and phrases in them to be able to assess and answer the hypotheses and research question.

The research is divided into three cases, but they all make use of the same code scheme.

When looking for frames, one way is to look at stereotypes, metaphors, and how the article argues and describes concepts. What it takes for granted can also say a lot about the intended receiver, and the culture it appears in. Combined with measuring the occurrence of nationalistic words, and grasping for the latent meaning, the code scheme is extensive and also opens up for noting parts that would probably miss out in a quantitative research.

The analysis is not analysing pictures and video that might have been present in every article, but those are absolutely interesting. The code scheme investigates textual elements qualitatively, which makes it close to a kind of content analysis.

Explanation to the code scheme:

General information

To keep track of the articles, and get an overview, it was gathered some general information about every article. This also increases the possibility to trace the articles and verify the research. The code scheme requires a number for every article, the title, the source (as in publisher), the date published and/or updated if known, the number of words (text including title and ingress, any captions for pictures or figures were not counted and not subject for analysis), the date the source last was retrieved (If any updates or changes should occur it is clear when I gathered the information in the text), and at last the URL link to the text.

The URL and the text itself could be changed or disappear, but with this information it should be possible to search for the article in media databases such as A-tekst from Retriever.

Context

Every code scheme asked for an explanation of the context. Explaining the theme and putting the article into a bigger picture can be helpful in the analysis of salient frames, for example if the article was one out of many on an issue.

In the analysis, each case is presented with a context common for all the articles clustered under the topic.

Content

I clustered nine different elements into a category called content. The articles might not contain all of the nine elements, and if so it should be noted.

Taken for granted in text

Every code scheme investigated what the articles took for granted. All things that the journalist did not find necessary to explain were noted here. During the analysis I experienced that not all of this was important to nationalism itself, as there were other issues discussed in the text,

Tracing nationalism

To be able to say if the articles were flagging nationalism, I had to look for certain words in the texts. They all have a topic and are referring to a foreign article on the issue, but I wanted to investigate if the journalist also tried to present a version of Norway or a Norwegian identity. Tracing the nationalism will include looking at the latent meaning of the text, but I have included that in the section with arguments.

Counting the usage of some pre-determined words would be a clear way to be able to compare and draw conclusions.

For example, are the articles using words such as ‘we’ and ‘us’ instead of Norwegians? Are they using the even stronger ‘us Norwegians’?

I looked for seven words in every article, in addition to being open for other words that might be used in the specific article to unite the readers. The words were as followed:

Table 1: Words that can trace nationalism

We
Us
Our
Norway
Norwegian
Norwegian(s)
Oil
Other – traced in the specific article

In the Norwegian language there are different words for *being a Norwegian* (nordmann), and *something being of Norwegian heritage or the language* (norsk). In the table it is marked with the letter ‘s’ in parenthesis for the word for the people. All the words were read in the full sentence to grasp the meaning, not only counted, so the analysis reflects the different uses of the words as well.

The word ‘oil’ was counted – because one hypothesis was that the national identity for Norwegian people are heavily influenced by the wealth the country have gained after oil became one of the biggest industries in Norway in the 1970’s.⁶

Stereotypes

Looking for stereotypes in the texts was done to be able to say if there might be a pattern in the way of portraying Norwegians. The typical example is ‘Ola Nordmann’ (somewhat equal to ‘Joe the plumber’ in English). Other times Norwegians are portrayed in the media as shy, and socially dysfunctional. The last decades it has also been a stereotype for the youth generation, or ‘the curling generation’. Growing up in one of the richest countries in the world, some have also called them ‘oljebarna’ or ‘the oil kids’ (directly translated).

Metaphors

The use of metaphors can also contribute in determining frames that are salient in the news reporting. A metaphor for Norway in the news could be ‘her på berget’ or ‘up here in the mountains’ or ‘on this rock’. The metaphors can talk about Norway and Norwegians without mentioning the words, but still the (Norwegian) audience will know what is meant.

Sources

It was noted if the articles made use of their own sources in addition to the foreign article(s), and how many and how long the foreign sources were. My impression from consuming articles that referred to a foreign article about an event or topic from Norway was that the journalists tended to exaggerate the foreign articles; if I clicked on hyperlinks and read the ‘original’ article, I usually felt that the Norwegian journalist had dragged everything possible out of the text, or it was ‘just’ a note with a few sentences.

⁶ http://www.regjeringen.no/nb/dep/oed/tema/olje_og_gass/norsk-oljehistorie-pa-5-minutter.html?id=440538
(last retrieved 5.22.2014)

To test this I counted the words in every article in the analysis and its sources, to be able to say anything about the correlation. In the analysis this section is a part of the hypothesis testing of hypothesis II.

On the actual code scheme this was two separate sections, and they are combined in the presentation of the findings as they serve the same purpose.

Repeating segments and phrases

By looking for repeated segments or arguments I could be able to say something about what the article and journalist is trying to push or underscore.

Arguments

By looking at how the articles argue, it will be easier to reveal the meaning. Are the articles describing Norway, are they arguing for a change? Are they conflict-based or presenting a change? Are they presenting the issue as stating the obvious?

With these questions in mind when analysing it should be easier to judge whether the articles are representing Norway today, or if they are a part of changing the reality and how Norwegians experience themselves.

Findings

The findings from each case are summed up, and similarities and differences are reflected upon. By investigating three or four articles on the same topic it presents a more complex picture, and includes more ways to frame a topic.

Parts not covered and other frames

The code scheme required noting what parts of the research that did not become an essential part of the analysis already, to review it with new eyes, and to open up for other frames utilized, specific for the issue.

5.4 Summary

Chapter five has presented several aspects with the implementations of the study. The code scheme's section was presented and each section was described. This is closely related to the selection and assessment of the data material, presented in the following section.

6 Data

This section discusses the selected topics and articles for the analysis, and the strengths and weaknesses that come with them.

6.1 Topics

The three topics are chosen because they are different and relates to different parts of Norwegian culture, while they at the same time all refer to how Norway is perceived abroad. The topic with Bastøy prison is interesting because it gives the Norwegian journalists an opportunity to comment the Norwegian (correctional) system and society, by referring to how others perceive us. It is a question of morality here as well, as the stories from Bastøy and how to treat people that are a potential threat to society can reveal a lot about ‘us’ as fellow humans, and the Norwegian understanding of human dignity.

The second case investigated is the concept of slow TV, with the ‘National Firewood night’, broadcasted on NRK2 in February 2013. This was an entertainment show, but it certainly has nationalistic elements, at least national romantic elements. The culture with small holiday cabins in Norway called ‘hytte’ is usually where the firewood is used the most, and the ‘hytte’ culture is closely related to the rural history of Norway. Another perspective is that when we enjoy entertainment programs we might not be as critical as when we read ‘harder’ news, and maybe the hindsight reporting on them also was read as soft news, making the audience less critical to the texts. This will remain speculation as this study is not investigating the response or reception from the receivers.

The third case is an analysis on the reporting on the Parliamentary election in September 2013. This can be viewed as contemporary, hard news, and also the topic is Norway itself. The election in Norway will determine the political path for the next years to come, and is of international interest, and it is interesting to see what focus the Norwegian journalists brings ‘back’ from the foreign reporting.

6.2 Judgement of data collection

The articles are not randomly selected as I was looking for articles that met the criteria I had. The texts had to refer to a foreign news source in the article, referring to a phenomena or current event in Norway. The articles were not collected in advance of developing this research, but gathered after the three topics were set.

6.2.1 Possible pitfalls

One possible pitfall with the study is that the analysis does not investigate how many people that have read the different articles, and it is a chance that they haven't been read by that many. But, they do lean on other similar articles; they all become a part of a discourse about what Norway is and what Norwegians are like.

Another possible challenge is that the online material researched could be changed or removed. To ensure that this research can be validated, the articles analysed are attached in the appendices.

6.2.2 Strengths

Strengths with the research and its design are that they are founded in theories on nationalism, flagging, national identity and stereotypes, but also that the code schemes have specific and explicit parts to investigate. It also allows noting specific elements that occur during the analysis to be able to see the unique dimensions of every article as well. Eide and Simonsen emphasize the importance of assessing how the reality in the articles is presented. Are the descriptions positive or negative (Eide & Simonsen, 2005, p. 44)? My analysis seeks to sum up what the articles repeat and try to 'push' as a message.

Also, it is a strength that my code schemes also ask about what parts of the texts don't immediately fall into the analysis. This way, the code scheme forces the researcher to take a new look at the text and read specifically the parts that did not occur as interesting during the first part of the analysis. Then it is possible to comment on other salient frames, perhaps specific for the topic.

By researching three different issues the thesis also sheds light on three different ways of reporting on an issue, and I will argue it is a strength that I can compare three to four different articles on an issue to ensure that the thesis doesn't make assumptions based on one article on one theme.

Hopefully the variation in topics will contribute to make the analysis better, but the same goes for clustering a smaller amount of them together as well.

6.3 Summary

This chapter has illustrated why the three different topics were chosen, and what it can do for the analysis. Being three different cases can reveal different aspects of reproducing nationalism, but at the same time the investigation of three to four similar articles can also reveal interesting findings, as the next section will show.

7 Analysis

The analysis is divided into three, one part for each analysed case. The articles are referred to by referring to the case (A, B or C) and the number (1, 2, 3 or 4) and publisher. The publisher is mentioned because it makes it easier to distinguish them from each other, while the number gives a good overview.

Findings are presented in text and in tables to more easily give an overview.

7.1 Case A – Bastøy Prison

7.1.1 Context

Bastøya is an island in the Oslofjord, outside Horten. Today the island works as a low-security prison. It is known for its work to prepare prisoners for the daily life that awaits them on the outside. It is viewed as controversial by many, as the island is almost self-supplied with food they can grow on their own, and every prisoner have a job. It is as close to a normal life a Norwegian prison can provide, and has the lowest reoffending rate in Europe, at 16 %. The reoffending rate for Norway is 20 % (still lowest in Europe), but it is debated if the measurements counts, as all countries interpret it differently.

The correctional services in Norway was widely discussed after the terror attacks in Oslo and Utøya in 2011, but these articles are focusing on the positive sides of the system rather than the trial and sentence after 7/22.

Two of the articles are making use of the same source, the British '*The Guardian*'. They are written two days apart. The last article is using '*The Daily Mail*' as their source. The third one is also one year older than the two others.

Michael Moore is an American director who has made several documentaries. In his movie 'Sicko' from 2007 he investigates the health care system in the U.S. and compares it to other countries. A country that didn't make the cut into the final movie was Norway. Moore visited Bastøy and made a clip that he added to the extra material. This clip is presents the

Norwegian health care, the Government Pension Fund of Norway and the correctional services as too good to be true, and one of the researched articles is referring to it. It is not crucial for the analysis, but maybe this clip have contributed to shape the way Norwegian journalists report on Bastøy prison⁷.

Table 2: Analysed articles, case A

	Article no A1	Article no A2	Article no A3
Title	‘Fikk 500 000 treff for historien på Bastøya’ / ‘Got 500 000 hits on the story from Bastøya’	‘Hva skjer om du sender en brite til åpen soning på Bastøy?’ / ‘What happens if you send a Brit to open prison at Bastøy?’	‘Norsk fengsel sjokkerer i utlandet’ / ‘Norwegian prison shocks abroad’
Publisher	<i>Gjengangeren</i>	<i>Dagbladet</i>	<i>Side 3</i>
Published	2.27.2013	2.25.2013	3.29.2012
Length (words)	652	731	574

It is worth noting here that *Gjengangeren* is a local newspaper, with a printed and online edition.

Side3.no is not a newspaper, but a part of *Nettavisen*, Norway’s oldest online newspaper,

⁷ <https://www.youtube.com/watch?v=uGTzbj3fRSw> (Last retrieved 5.22.2014)

7.1.2 Taken for granted in text

Article A2 compares Bastøy Prison to a typical British prison, and is giving the impression that all Norwegian prisons are like this – which is not true. This can contribute to a glorification of Norwegian prisons.

In article A3 it is taken for granted that the philosophy at Bastøy is shocking for everyone outside Norway. It is presented as common to Norwegians though.

7.1.3 Stereotypes

In the texts A1 and A2, British prisons are presented as bad. The typical British prisoner is doomed to fail, and the person interviewed (author of the source) managed to change his life against all odds. This creates a distance to Norwegian prisons, and is a part of arguing and legitimising why Bastøy is a success.

In article A3 it is presented a stereotype of murderers, and that they are not supposed to be treated nice.

7.1.4 Metaphors

Article A2 from *Dagbladet*, states that Bastøy is not a sandbox. This is not further explained, but it symbolizes that the prison is not a playground. It is not a place for fun and playing around. Further it is claimed that both Norwegian and British prisons are being accused for being holiday camps for the inmates. Article A1 is also using the same metaphor.

Article A3 works differently; it has a different source, but it also paints more graphic pictures with its words. ‘Murderer in the sun’ – a convicted murderer in sunlight is not something we usually hear together in a sentence, as sunlight and light in general symbols the open, happy and free.

7.1.5 Tracing nationalism

Table 3: Tracing nationalistic words, case A

	Article no A1	Article no A2	Article no A3
We	0	6 (for the British people and for the management at Bastøy Prison)	0
Us	0	1	0
Our	0	0	1
Norway	3	0	4
Norwegian	1	1	2
Norwegian(s)	1	0	0
Oil	0	0	0
Other – traced in the specific article	‘Here’ was used for Britain.		

The use of the word ‘here’ is thought to be inclusive and gathering for the reader, but in article number three the word ‘here’ is used for Great Britain, which can create a distance for the reader who is (most likely) in Norway. It doesn’t have to be a physical presence, but here as in the ‘experienced here’/the culture, or as the imagined community like explained in the theory chapter.

Instead of using including words such as ‘we’ and ‘us’ – Norway is mentioned a few times. This is also contributing to the alienating of the reader.

7.1.6 Repeating segments and phrases

The two articles with the same source had positive words about Bastøy, and the system. They also had negative phrases and words about the British system. But A3 had more statistics and

numbers in its argumentation, which can make it appear more trustworthy, or more fact based than one person's opinion.

A3 focused more on emphasising that Bastøy and the correctional services are too good to be true.

They are all focusing on Bastøy and the Norwegian correctional services as a success story. The articles are not arguing for a change, they are rather showing the difference to other countries, and paint a picture of the classic prisons we see in movies versus the Norwegian 'holiday camp', as it is being called.

7.1.7 Arguments

The prisoners in the respective countries are described differently. The British prisoners are 'lost', they will most likely commit new crimes, and the author of *The Guardian* article, and source in A1 and A2, is portrayed as the exception. He now looks to Norway and can tell the British people what works. The Norwegian prisoners are not portrayed as the stereotype criminals; they have a good self-esteem and hopes for the future.

Article A1 gives an impression that other countries should learn from Norway.

Article A3 is using constantly positive phrases to describe Bastøy, and presenting it almost as a national pride: the prison is 'constantly raising eyebrows in foreign media', it is a 'dream prison', world's first of its kind, and that it is 'too incredible', and hard to swallow (for others than Norwegians). It is also argued that the results speak for itself, whether you like it or not.

7.1.8 Findings

In the first case it was traced different kind of presenting the Norwegian correctional system exemplified through three different articles about Bastøy prison. The discussion about the correctional services is the main topic here, and you could probably find frames for how the Norwegian correctional services are portrayed in the media, but the articles are giving an impression that Norway has a correctional service other countries should copy, and this can

also work uniting for the readers: We live in a safe country, where most of the criminals won't commit new offenses. The articles present a reality the Norwegian prisoners do not behave as 'other prisoners', and they can handle responsibilities and tasks during their sentence.

The articles are also stating that other countries should look to Norway to learn, and that this (Norwegian) way of treating prisoners is the right way. The salient frame about Norway for the first three analysed texts is the same. They all present the Norwegian system as unique and special and something unconditionally good. There is no criticism of the system, and recommended that other countries adapt to these ideas and views. None of the articles utilized more than one frame in this case. The table below illustrates the main points in the articles and what nationalistic frame is utilized.

Table 4: Frames in case A

Article:	Main argument:	Type of salient and utilized frame(s):
A1 <i>Gjengangeren</i>	Norway has a system that works and other countries should learn from it.	The different country
A2 <i>Dagbladet</i>	The Norwegian (correctional) system is a success story	The different country
A3 <i>Side3</i>	The prison at Bastøy is shocking everyone, except Norwegians, but in a good way.	The different country

7.2 Case B: Firewood TV

7.2.1 Context

On February 15th 2013 the Norwegian state broadcaster *NRK* broadcasted a 12hour long live show about firewood on channel *NRK2*. The show, called ‘Nasjonal vedkveld’, was about felling trees, chopping wood and stacking it the right way. For four hours the show was talking about logs; for the next eight hours a lit fireplace was shown. The fire was kept alive through the night by one of the staff members from *NRK*⁸.

This kind of TV was a part of a new trend in *NRK*, creating ‘slow TV’. Earlier the broadcaster has had success with other slow shows, for example ‘Hurtigruta minutt for minutt’ and ‘Bergensbanen minutt for minutt’. Slow TV was also named the ‘word of the year’ in 2013.⁹

The name of the show itself, ‘Nasjonal vedkveld’, which translates to ‘National firewood night’, carries nationalism. The name unites the Norwegians over firewood. This case is interesting because fire and firewood is an important heating source in Norwegian housing. Over 50 % heat their homes through fireplaces and furnaces.¹⁰

In Norwegian, the word for firewood is ‘ved’, and the analysis uses the words logs, wood and firewood to refer to ‘ved’, to get some variation in the text.

Table 5: Analysed articles, case B

	Article no B1	Article no B2	Article no B3
Title	‘Norsk ved-tv vekker oppsikt i USA’ / ‘Norwegian firewood TV draws attention in the U.S.’	‘Glødende interesse for NRKs ved-tv’ / ‘Glowing interest for NRK’s firewood TV’	‘Kunne dette skjedd i noe annet land enn Norge?’ / ‘Could this happen in any other country but Norway?’

⁸ <http://tv.nrk.no/serie/nasjonal-vedkveld/dvnr30003513/15-02-2013> (Last retrieved 05.22.2014)

⁹ <http://www.sprakradet.no/Toppmeny/Aktuelt/Arets-ord-sakte-tv/> (Last retrieved 05.22.2014)

¹⁰ http://snl.no/oppvarming_av_hus (Last retrieved 05.22.2014)

Publisher	<i>Aftenposten</i>	<i>NRK</i>	<i>Dagbladet</i>
Published	02.20.2013	02.17.2013 (updated 02.20.2013)	02.16.2013
Length (words)	886	913	560

The titles are somewhat related. Two of them state an interest from abroad, and *Dagbladet's* title glorifies Norway to some extent – by making it unique and special. But it is not clear what they refer to that ‘happened’, before you read the rest of the text, and I suspect this title also aims to generate clicks online.

All three articles have sources to comment on the attention and reception the show got abroad. All of the analysed texts interview Head of Programme in *NRK Hordaland*, Rune Møklebust. He has been working with several slow-TV concepts. Two of the articles are interviewing the author of the Norwegian bestselling book that laid the foundation for the show, ‘Hel Ved’, Lars Mytting, besides one woman each with relation to the show.

7.2.2 Taken for granted in text

The articles focus naturally a lot on the program about firewood. In article number B1 it is taken for granted that every Norwegian cares about firewood. Even the interviewee in the text is burning logs during the interview. It also states that Norwegians burn their wood ‘the right way’ in a climate perspective. Norwegians know how to do this. Further it says that firewood involves feelings, besides being useful, and those feelings are exclusively positive.

Article number B3 also underscores the close relationship between Norwegians and logs. The article claims that 2013 have been the year for focusing on what’s ‘typical Norwegian’ but it is never stated what kind of attention this got other places, but it is just referred to as common sense.

Article number B2 from *NRK* is not taking so much for granted; they go thoroughly through the concepts and are using a lot of hyperlinks if the reader wants to know more. The whole firewood show is linked in the text. The text has a subtitle called ‘the Crown Princess

engaged”, but later in the text it is told that the Crown Princess of Norway retweeted someone on Twitter who was giving a comment to the show. In 2014, involvement and engagement for *NRK* is equalling pressing a button on your smartphone. The same is found in article B3, where it is referred to two English speaking media, and the attention is called international. This kind of phrases will be further discussed in the findings.

7.2.3 Tracing nationalism

Table 6: Tracing nationalistic words, case B

	Article no B1	Article no B2	Article no B3
We	5 (4 times for Norwegians)	5 (as NRK all five times)	6 (‘We’ as in Norwegians 3 times)
Us	3	1	1
Our	0	0	2 (for NRK)
Norway	5	7	3
Norwegian	4	3	2
Norwegian(s)	5	4	5
Oil	0	0	0
Other – traced in the specific article			

In this case, it is interesting that oil is not mentioned at all. Firewood is named the reason we are able to live in Norway in one of the articles, but it is not further discussed if extracting oil and using it for heating, for instance, is more relevant today – article B1 portrays the Norwegians as climate conscious and responsible. Also, several of the comments from *New York Times*, which is the main source in article number two, are referring to the oil.

In the article from *NRK*, B2, it is not so surprising to see that ‘we’ are used to refer to *NRK*. The journalist’s relation to *NRK* probably makes it easier to refer to *NRK* as a ‘we’, but all mentioning of the word is in quotation marks when someone interviewed speaks. The other articles tend to have an understanding of ‘we’ as in Norwegians as a whole.

Also the use of ‘our’ is related to *NRK* and the production, but by using including words, the audience might get a closer relationship to the show (this is also beneficial for *NRK* as they use tax money to produce their content, and might want people to have a positive attitude towards them).

In article B3, all five times the word ‘Norwegian’ (as in the people) is mentioned; it is in relation to firewood. The relationship is described in positive ways. In *Aftenposten*, article B1, the phrase ‘us Norwegians’ is used to describe how ‘we’ are. This is a very strong combination; it is including and defining at the same time.

7.2.4 Stereotypes

Article B3 refers to the ‘traditional Norwegians’, saying those who might have appreciated the show the most was not on Twitter commenting it, they sat and enjoyed it. This could be understood as the older generation, maybe they were the show’s intended target group?

The text B2 is not making use of any stereotypes; this article focuses less on Norwegians and more on the details from the show.

Article B1 from *Aftenposten* on the other hand, was the one that made use of most stereotypes. Contemporary Norwegians are compared with the Vikings in the phrase *Aftenposten* picked up from one of the comments in *New York Times*: ‘So this is how the Vikings ended up. Well done!’ This is presented among the ‘declarations of love’ to Norwegians, and is not explained in detail. Further it is claimed that Norwegians are a simple people, they have the opportunity to discuss the small things in life, because we don’t have any worries (this could have been posed as a criticism as well – why do ‘we’ watch firewood TV and argue about what way to stack the logs, instead of fixing problems and helping others? – but it isn’t.)

Also the Americans are stereotyped in this *Aftenposten* article. The main source is an article from *New York Times* where a lot of comments were stating fascination for Norway, but also a lot of less positive feelings for the program and burning firewood as a heating source and as entertainment. *Aftenposten* made use of a lot of this comments, and they seem to come to the

conclusion that Americans are a lot like us, especially the ones in the north. They have a culture for burning wood as well, but the Norwegians are portrayed as extraordinary because they mix 'the traditional and the modern'. There is some comparison and similarities, but the article states that Norwegians know the field of logs and fire best. Further, the article presents one comment from the *New York Times*, as it is a universal truth about Americans and Norwegians: 'While they [the Americans] discuss how many bullets they will have in their guns, one [we/Norwegians] is discussing how to stack wood in Norway'. This way of setting boundaries and activating negative stereotypes, called xenostereotypes, for out-groups is very exclusionary, and could be read as a 'we are better than them'-statement.

7.2.5 Metaphors

Article B3 is calling the Norwegians' bond to logs for a 'spiritual relationship', and at the end of the article it is asking the readers 'were you fired up by National firewood night?' using the Norwegian verb 'å tenne' which means both 'to fire' and also excitement for something, including sexual excitement.

'I de tusen hjem' (in the thousand homes) is a saying in Norwegian, quoted from the national anthem, but in article number ten it is changed into 'i de tusen peise-stuer' or 'in the thousands of fire place lounges', contributing to the feeling of affiliation.

Aftenposten's article is saying 'the whole world is calling', but the article itself is only referring to one foreign source. It is true that several other media called, but the article does not refer to them, so it seems that it considers one American newspaper to be 'the world'.

In article B3 from NRK, the whole text is built on words related to firewood. The title 'Glowing interest for NRK's firewood TV' is the first pun, or wordplay, and is followed by several other words. Many of them are probably best understood in Norwegian, but words such as 'Fire', 'fired up about', 'bone-dry', 'flare', 'fire up the crowd', 'kept alive', 'stacked the broadcast together' and 'wood marathon' are examples. Also the word 'vedunderlig' were used instead of 'vidunderlig' or wonderful. This use of humour and wordplays contribute to make the article positive, and the readers will probably not review it as hard news.

7.2.6 Repeating segments and phrases

In article B1 from *Aftenposten* it is striking how positive the article is. Positive words are consistently repeated through the text, with words such as ‘draws attention’, ‘declarations of love’ to Norway and Norwegians, together with other positive representations. It also uses the word ‘dedicated’ instead of for example ‘spent’, which leaves the impression that the show was a tribute and a (national) celebration of firewood. It also uses the term ‘dreaming about Norway’ to explain the American reactions the show got. This could mean *Aftenposten* regards the Americans as jealous, or it could also be referring to the relationship between Norwegians and Americans, as there are many Americans of Norwegian heritage, and they dreaming about Norway could also mean that they feel a sense of belonging.

It is repeated five times that Norwegians have a close and special relationship to firewood, in article B3.

The metaphors and the linguistic pictures painted in article B2 go through the whole text, together with the repetition of the ‘international focus’.

7.2.7 Arguments

Article B3 argues that Norwegians have the strongest relationship to firewood, and that the attention from foreign media was positive. It does not reflect upon what is positive about the coverage other than it was coverage of the show in several other media.

Aftenposten does, in article B1, pose the question: ‘Are they laughing at us?’ But the three (Norwegian) sources and argumentation in the text can reassure the readers, and underline that the show was well received. The article in *New York Times* got 237 comments, and *Aftenposten* is quoting several, but they are all positive and supportive.

The argumentation is also based on the importance of the show; they say every fifth Norwegian was watching the show, although they do not say how much out of 12 hours the viewers watched. It is taken for granted that Norwegians care about firewood, and it is ‘proven’ in the text by the reach of the show. The article is not investigating *why* we

supposedly care about logs – the cold climate, vegetation and fauna in Norway are not mentioned as natural reasons.

In article B2, from *NRK*, they argue for the international attention the show got, and this is understood as a positive interest. It doesn't say anything about how many the foreign articles reached, or how they were received. The article is written before the audience numbers were released, so the arguments are not reasoned, it is just a positive article.

7.2.8 Findings

All of the articles referred to 'international' headlines and attention, when they only referred to English media. The Crown Princess that was 'engaged' in the firewood show only retweeted someone else's tweet about Norway and the show. *Dagbladet* used phrases such as 'international headlines' and 'attention abroad' when only referring to two sources, and mentioning a third, all of them English. All the articles tend to overstate the attention and importance of the event.

Attention from abroad is positive, although some of the sources were mocking the concept, the articles focused on the positive, and it could seem like the articles go by the principle of 'all PR is good PR'. It is not explained why the attention were positive. It gives the impression that Norway a good country no matter what 'the others' would say.

Aftenposten strikes me as the most 'nationalistic' here, in the sense that the use of quotes from *New York Times* works as a tribute to Norway and Norwegians as well – not only the show. It is using the highest number of stereotypes, both auto- and Xenostereotypes (in- and out-group).

They all have a very salient firewood frame – as they all are using words like 'glowing interest', 'light up the audience', 'bone dry show' and so on. The article from *Aftenposten* is the most enthusiastic article, and activates several frames.

Table 7: Frames in case B

Article:	Main argument:	Type of salient and utilized frame(s):
B1 <i>Aftenposten</i>	Norway and Norwegians admired abroad, Norwegians have time for the small things in life, the world loves the ‘crazy Norwegians’.	The country with no concerns Viking and historical frame Headlines abroad is positive for Norway
B2 <i>NRK</i>	Interest and fascination for Norway and Norwegians	Headlines abroad is positive for Norway
B3 <i>Dagbladet</i>	Fire is essential to Norwegians,	Headlines abroad is positive for Norway

7.3 Case C: Parliamentary Election Fall 2013

7.3.1 Context

2013 was an election year in Norway. The voters would make up their minds and vote in the parliamentary election, and of course this attracts attention in both Norwegian (and also international) media. This section takes a closer look at the foreign coverage as it were reported in Norwegian news. After having the same prime minister for eight years, through tougher economic times and a terror attack in 2011, there were many opinions on how this would affect the outcome of the election. Here, I have analysed four articles and investigated how this coverage present nationalism.

Table 8: Analysed articles, case C

	Article no C1	Article no C2	Article no C3	Article no C4
Title	‘Valgreportasjer fra slaraffenland’ / ‘Election reports from Cockaigne’	«’Å være født i Norge, er som å være med på verdens største vinnerlag’» / «’Being born in Norway, is like being part of the world's greatest winning team’»	‘Som man roper i skogen’ / ‘As you yell in the woods’	‘Utenlandsk presse opptatt av Solberg, Jensen og Breivik’ / ‘Foreign press concerned with Solberg, Jensen and Breivik’
Publisher	<i>Aftenposten</i>	<i>Dagbladet</i>	<i>VG</i>	<i>NRK</i>
Published	08.27.2013	09.09.2013	09.13.2013	09.10.2013
Length (words)	691	235	912	886

The articles are written within a short period of time, one of them before the election, one on the Election Day (written before the outcome of the election was ready) and two are written in the following days.

Article C3 is a journalist's own opinion, and it is taken into consideration that the journalist are not as tied down regarding objectivity in the column for meanings and statements.

7.3.2 Taken for granted in texts

The four articles all write for Norwegian readers, as they all take some knowledge to the election campaign for granted. They all refer to the terror attacks in 2011, some more than others. In article C2 from Dagbladet, it is stated that from abroad, it seems like there is no reason to change the prime minister as long as the country achieve economic growth. Article C3, has a title from a proverb, but the whole sentence is not included. Without knowledge to this phrase it is harder to understand the meaning of the article. The phrase is 'as you yell in the woods you'll be answered'. By leaving out half of the sentence, it gives a feeling that one should know this, and a kind of told-you-so-attitude from the journalist.

7.3.3 Tracing nationalism

Table 9: Tracing nationalistic words, case C

	Article no C1	Article no C2	Article no C3	Article no C4
We	2	0	8 (6 for Norway)	0
Us	0	0	1	0
Our	2	0	1 (but for the Italians)	0
Norway	7	9	3	10
Norwegian	5	1	6	3
Norwegian(s)	1	0	0	0
Oil	1	2	1	2
Other – traced in	'The voters' 3	'The voters': 0	'The voters': 2	'The voters': 2

the specific article	Money: 1 Anders Behring Breivik: 2 ‘The country’: 1	Money: 2 Anders Behring Breivik: 0 ‘The country’: 3	Money: 0 ‘The country’: 0 Anders Behring Breivik: 2 (and once called the terrorist)	Money: 0 ‘The country’: 1 Anders Behring Breivik: 4
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As shown in the table, the use of including words like ‘us’, ‘we’ and ‘ours’ varies among these articles. Two of them are not using the words at all, but it is also clear that they use more of the word Norway, and also the word for ‘the country’, is used more in these articles. The topic is how the Norwegian election were perceived abroad, and even though all of the articles are mentioning the terror attacks in 2011, they are not used that much throughout the articles, except article C4, who also have his name in the title. Article C3 focuses a lot on how foreign journalists have misunderstood the Progress Party in Norway, its position compared to right-wing parties in Europe, and its connection to the culprit of the attacks in 2011. It is an attempt to explain why they are misunderstood, and is basically saying that the Progress Party is guilty in this misconception themselves.

Oil is mentioned in all of the articles, and it is presented as something that distinguishes Norway from other countries. In article C2, oil is mentioned twice. Both times it is combined with money, and the words ‘enormous’ and ‘too much’. Article C4 is the only one that uses the word in its ‘normal’ sense, by mentioning ‘oil drilling’ one time. The other combinations of the word are: ‘oil boom’, ‘the oil nation Norway’, ‘too much oil money’ and ‘oil wealth’. So it seems that the focus in the articles is not necessarily on how Norway extracts oil, but how much we gain from it, and further claim that this puts us in a special position when it comes to the elections – it is presented as Norway have it all, or even too much, so what could Norwegians possibly complain about?

Article number C4 is the one using the word ‘Norway’ the most. The text is filled with quotes and has the most hyperlinks and sources. Some of the citations are not even explained by the journalist, only listed after each other, giving an impression on how different foreign media (not only English) gaze upon the political situation in Norway. Thus is it also more dependent on the reader to decide if the coverage from abroad is giving an accurate picture. Another factor is that the article has *NTB* in parenthesis at the end of the article. *NTB* is a Norwegian

news agency, and it is not clear what is written by *NTB* and what are *NRK*'s own words. One could also get the feeling as if the article is not finished, as it is basically listing different media outlets opinions from abroad, and maybe the article could have been more extensive if the journalist had commented the statements or interviewed someone that could shed light to other aspects of the statements provided.

7.3.4 Stereotypes

In article C1 from *Aftenposten*, we can find a stereotyping of not Norwegians, but everyone else. The word 'utlendingene' ('the foreigners') is mentioned two times, and the word for all other countries but Norway, 'utlandet', is also mentioned. The use of these words creates a distance between Norway and Norwegians and the surrounding world.

Further the article use the name Cockaigne to describe Norway, which is stereotyping, and portrays Norway and its wealth as 'too good', so good that people get bored.

Something similar is found in the article C3 from *VG*. The column is about how countries abroad have misunderstood the Progress Party, and the article argues that the party is not possible to align with 'European extremists', putting a label on all other right oriented parties in Europe.

VG is also talking about Norway as the oil nation. Without any explanations or facts, it is just presented as a truth, and thus contributing to the country's definition as strongly tied to oil.

7.3.5 Metaphors

Possibly to create distance, Anders Behring Breivik is referred to as 'child murderer' in article C3. Also, one of the metaphors that appear is referring to the contemporary world we're living as a global media village. Article C2 talks about Norway as an island, special and isolated, and refer to Norway as the winning team. Article number one is comparing Norway to the fantasy land Cockaigne from the middle ages, where no one had to work or do anything for a living.

This collection of articles had fewer metaphors than the firewood TV-articles had.

7.3.6 Repeating segments and phrases

In article C1, it is repeated that the election campaign were a drowsy affairs, seen with eyes from abroad. It also states that the 7/22-attacks did not have an impact on the outcome of the election. Further it claims it has been a change in the way foreign media consider the Progress Party and the parties with a liberal and right orientation. Because the article is written before the Election Day it predicts the election outcome to be not in the ruling government's favour, although a change is not necessary, but inevitable because 'the people' are bored.

Article C2 is repeating the quote from the title in the text, where it says that 'being born in Norway is like being a part of the biggest winning team in the world'. The article does not discuss the sentence other than presenting it as a statement about Norway – but, the quote is found in one of the sources and it is actually said by a Norwegian during an interview, so it is somewhat wrong presenting it as it is how foreigners think about Norway – without considering if it is true or not. But besides that the articles is also very concerned with Norway's wealth. And although it is not a nationalistic element, this article contains the most spelling mistakes. There are several others of the articles with misspelled words as well, and that contributes to the mentioned idea that this kind of journalism might be characterized by translating, rephrasing without proofreading before publishing.

The text in article C3 is concerned with how the Norwegian politics is perceived abroad, and argues that the parties are to blame themselves, for reaching to the media with statements about different topics that seem extreme to foreign media when they were in opposition.

Article C4 focuses mostly on the connection between the Progress Party and the terrorist Anders Behring Breivik, but they are constantly referring to other media pointing out the relation, and claiming this is a recurring theme in the foreign (English-language) media. This article is also putting the outcome of the Norwegian election into a bigger context – it claims that the outcome can be seen as a part of a trend in Europe for elections to be in favour of liberal and right oriented parties.

7.3.7 Arguments

Regarding what kind of impression of Norway the articles give, article C1 is stating status quo in Norway as ‘boring’ because it is too good for its own good, but focuses on the change in the way ‘the others’ consider Norway. C2 is arguing a little differently as it is arguing for a change after the election, predicting the outcome will be in the in the right-parties’ favour. At the same time the article is pointing out that it is weird that the people would like to change the administration in a well-functioning country, or as the journalist present it; it is weird seen from abroad. But this article also have some criticism of Norway, it cites a Swedish newspaper, *Aftonbladet*, on the consequences if the liberal and progress parties win the election and the Progress Party will sit in the government; Norway would have to revise and renegotiate the UN refugee convention.

In the article from *VG*, C4, it is argued for a change in the way the political parties in Norway appear in the media, to minimize the risk for being misunderstood abroad. It also states that journalists cannot be tasked and told what to do; they are free to report and cover issues as they understand them, highlighting what they regard as useful to the readers. The whole article gives the impression of trying to restore a misapprehension seen abroad. To legitimise its arguments the text show how Norwegians also have misperceptions about other countries. It states that no one is benefitting from caricatures and stereotypes.

In article C4, the use of citations from the foreign sources is widespread. The article argues for its views through citations, and maybe that make the more controversial parts of the text more bearable for the readers, because it is clear that this is some other news source’s meaning, and not *NRK*’s.

7.3.8 Findings

The parliamentary election in 2013 was covered in several foreign media, and the coverage seen in the Norwegian texts varies. Some focus on the positive development Norway has seen in the otherwise fairly poor development in the rest of Europe.

The frames used in these articles are closely related to nationalism because the topic is the election, and is naturally closely tied to ideology and political power. In article C1, we saw examples on how Norway can be portrayed as a fantasyland that is not affected by the crisis that the rest of the continent has suffered from. Further it stated that the Norwegian election campaign was received as drowsy abroad, and that there were no clear reasons why the voters would change the administration.

The next article by *Dagbladet* predicted the outcome of the election, and argued that being born in Norway is a big fortune, and can be compared to being part of a constantly winning team. This article saw Norway as an island, remote and different from the other countries, because of the amount of money waiting to be spent.

The third article investigated in this section was taken from the commentary section in *VG*. In this article, the journalist was trying to explain why there are some misconceptions of Norway abroad, and specifically the Progress Party. It was warned against putting too much meaning into a foreign simplified presentation of Norway as we do the same in news coverage – caricatures and stereotyping is a way of distilling the reality, as is not giving the full picture.

The last and fourth article in this part was from *NRK* and was distributed from *NTB* although it was unclear how much of it is written by whom. It consisted mostly of citations from foreign media, regarding the outcome of the election. It was shown how Norway had taken a turn to the right with the 2013 election, and with a centre-right party creating an alliance with the Progress Party which is described as a populist right-wing party, and the former membership of the terrorist from the attacks in 2011 is mentioned as well.

Table 10: Frames in case C

Article:	Main argument:	Type of salient and utilized frame(s):
<i>C1 Aftenposten</i>	Norway too good for its own right.	The wealthy country
<i>C2 Dagbladet</i>	Norway will turn right, handled crisis very well, with a positive development.	The wealthy country
<i>C3 VG</i>	The way they see us is not	Misunderstood abroad,

	the right one, but we know better than pointing fingers at each other and the foreign press.	but we know who we are
C4 NRK	Norway takes a step to the right, becoming more liberal	Misunderstood abroad, but we know who we are

7.5 Length on sources compared to length of analysed articles

A hypothesis was that Norwegian media tended to overstate the importance of the attention from abroad. By looking at the length of the articles and comparing with the analysed articles I thought it would be possible to state whether the Norwegian article were overstating the attention. It was also considered whether the articles had interviewed sources in addition to the foreign article. It is not taken into consideration what topic the articles are about in this assessment.

Table 11: Relation between length in Norwegian and foreign article, and use of other sources

Analysed article length in words	Source length in words	Interviewing own sources?
A1 <i>Gjengangeren</i> : 652	<i>The Guardian</i> : 2348	Yes, but it is the author of the foreign source.
A2 <i>Dagbladet</i> : 731	<i>The Guardian</i> : 2348	Yes, 2. Author of the source and former warden at Bastøy.
A3 <i>Side3</i> : 574	<i>The Daily Mail</i> : 3008	No
B1 <i>Aftenposten</i> : 886	<i>New York Times</i> : 1052	Yes, 3
B2 NRK: 913	10 hyperlinks, but 3 foreign: <i>New York Times</i> : 1052 <i>BBC</i> : 208 <i>Gawker</i> : No longer available	Yes, 3.

<i>B3 Dagbladet: 560</i>	<i>The Huffington Post: 310</i> <i>BBC: 208</i> Referring to <i>Reuters</i> .	Yes, 1
<i>C1 Aftenposten: 691</i>	<i>Financial Times: 806 words</i> <i>PressTV: no source</i> <i>Time Magazine: 906 words.</i> <i>Bloomberg: no source</i> <i>Süddeutsche Zeitung: Article removed from website – only title and ingress left</i>	No
<i>C2 Dagbladet: 235</i>	<i>ABC News : 455</i> <i>Berlingske: 2696</i> <i>Aftenbladet: 777</i> <i>BBC News: 923</i> <i>Washington Post: article not available anymore</i>	No
<i>C3 VG: 912</i>	<i>Corriere Della Sera: 659</i> <i>The Independent: 668</i>	No
<i>C4 NRK: 886</i>	<i>The Independent : 668</i> <i>BBC: 707</i> <i>The guardian: no longer available</i> <i>Aftenbladet: 336</i> <i>Dagens Nyheter: 298</i> <i>Expressen: 338</i> <i>Jyllands-posten: 457</i> <i>Politiken: 289</i> <i>Hufvudstadsbladet: 733</i> <i>Die Zeit: 338</i> <i>Frankfurter Allgemeine Zeitung: 342</i> <i>Al Jazeera: 435</i>	No

All of the articles were shorter than its sources. The only exception is article B3 from Dagbladet, where the text is longer than the two sources where I found the length. But, this article is referring to a third source, and has interviewed one source in addition – so it is explainable why the text is longer. There is no support in my sample that the hypothesis about Norwegian overstating the attention from abroad, when you investigate the length of the texts.

But this does not exclude the possibility for overstating the attention with words, as shown in the previous section.

7.4 Summary

The analysis has shown three different cases, all consisting of several articles to shed light to different aspects of the topics. The three cases have in common that they give positive descriptions about Norway, it is only one that criticise Norway to some extent – by referring to a Swedish article.

There were identified six different frames. Two of the frames are only utilized by one article, and it is also by the same article. The *Aftenposten* article on ‘National Firewood Night’ contains the most stereotypes, myths and metaphors about Norway, and they are so striking that they needed to stand out as their own frames. All of the articles in case A utilized ‘the different country’-frame as the only salient frame. ‘The country with no concerns’-frame was utilized by the one article from case B. ‘The Viking and historical’ frame also were in play one time in the same article in case B. The frame ‘headlines abroad is positive for Norway’ were used by all of the articles in case B. ‘Misunderstood abroad, but we know who we are’-frame were salient in two of the articles from case C, while ‘the wealthy country’-frame was present in two times in case C.

The cases tended to have one or more frame typical for the articles. The attributes for all of the frames are presented in the conclusions.

One of the thesis’ hypotheses was tested in this section. The ten articles’ lengths were compared with the length of their foreign sources, and the number of additional sources interviewed was taken into the consideration to assess whether the Norwegian articles were remarkably longer than the foreign. The hypothesis was falsified as it turned out only one of the articles was longer than the sum of its sources, but the article also had included an extra source.

8 Conclusions

Common in all three cases was that if one or two media (mostly in English) report on something from Norway you can make an article about it and claim that the event or issue got ‘international attention’, and ‘all heads are turning’ to Norway. The articles tend not to reflect over the reach of the articles; only one of the articles (*Gjengangeren*, A3) referred to actual numbers of reach for their source. But they didn’t reflect upon the numbers and compare them to *The Guardian*’s daily reach and average number of shares, likes and comments. If it is big in a Norwegian scale, it is not necessarily big in a country with many more inhabitants, and written in a language far more people can understand. When making claims such as ‘international attention’ the journalists should have investigated what kind of reach the articles got.

The articles covering the same theme do not necessarily utilize the same frames, and can activate another type of identity and engagement with the audience, but my research showed that in two out of the three cases all of the articles utilized at least one frame in common. This could be a coincidence, but it would be very interesting to compare with other cases to see if it occurs in other studies as well.

The criticism of this research is that it contains a small sample; ten articles is not enough for drawing more general conclusions regarding all of the articles based on a foreign source, but the transparency in the research design opens up to everyone so it is possible to test the research, or apply the design on another data material.

Short online texts about the event does not necessarily mean that the event draw much attention in other countries – they refer with hyperlinks to foreign news outlets online, but they do not state whether the events was covered on television, newspapers in print and how big they were etc.

Knowledge about the frames nationalism provides can make journalists more aware in their producing of texts, and maintaining a free, unbiased press. This knowledge can also make readers more critical when they interpret texts of this kind.

Of this small sample it is not possible to draw universal conclusions, but further investigation within this field could make good use of the findings in this research, to develop a research design, or develop the design used here further.

The findings are understood as contributions to flagging, and reinforcement of existing power structures in the society. This research shows that the press constantly flags certain interpretations about Norway and Norwegians, and all ‘the others’, but they will also be a part of a change – over time they have the ability to affect the existing structure, by introducing new views.

8.1 Answering the research question

The research question for this thesis was: *What kinds of nationalistic frames are salient in articles about Norway?*

The analysis found six frames in this study. The following is a general description of all six, with the attributes that stood out in the different texts.

1. The different country-frame

This frame presents Norway as a peaceful and calm country, with successful systems taking care of its people. It is presented as too good to be true, and as an example to be followed by other countries. The Norwegians presented in this frame are also calm and peaceful.

This frame could maybe be understood as a glorification, or idealisation, of the Nordic or Norwegian model in the social democratic welfare state, as it is highlighting its positive sides.

2. The wealthy country-frame

This frame is not as positive as the previous, although it does not contain any criticism of the nation. It highlights that Norwegians have a lot, and also sometimes too much for their own good. The economic growth gives them nothing to complain about, when the rest of Europe is struggling. The country can be boring or drowsy; especially it has a dull political environment when it is only about how to spend all the money.

3. Viking and historical frame

This frame is national romantic, and focuses on the exotic sides of Vikings, and the fact that Norway is inhabited considering its climate. It focuses on a close relation to nature, but is not focusing on war, raid or plundering. The positive historical connotations are highlighted here.

The frame is related to ‘the different country’-frame, but is more oriented toward history or, perhaps, nostalgia.

4. The country with no concerns-frame

This frame presents Norway as a calm country as well, but as a place where everything the modern life offers is taken care of. It is possible for the Norwegians to enjoy the small things in life because there are no problems.

5. Headlines abroad is positive for Norway-frame

This frame underscores that even though the foreign sources are mocking Norway and the current affairs, the article turns it into something positive. It contains an understanding of attention that builds on the idea that *if* making it to the headlines abroad equal positive attention for the event or affair. The Norwegians within this frame can be presented as a little crazy and weird, but that just makes you love them even more.

6. Misunderstood abroad, but we know who we are-frame

This frame focuses on that the coverage abroad does not give the full picture of Norway, but we do not point fingers, as *we know who we are*. This frame also tended to make assumptions the other way around, without recognising them.

8.2 Testing hypotheses

The presented hypotheses also need some concluding comments. Hypothesis one claimed: ‘Norwegian journalists present foreign articles about Norway by utilizing stereotypical presentations of Norway and Norwegians’. This hypothesis can be said to be verified as it has been shown how the journalists utilize different frames to reinforce ideas about Norway as a nation and Norwegians as a people.

In the section for the hypotheses, the thesis was assumed that oil was a part of the Norwegian identity. The sample analysed cannot be said to utilize oil as an attribute, neither for Norway nor Norwegians. The word was present in some of the articles and only one time with any industrial related term, but it did not appear as defining.

Hypothesis number two was: ‘The articles are mainly referring to short foreign articles, and making a longer text giving the impression that the Norwegian journalist overstated the relevance.’

From my sample it is not possible to verify this claim. Only one of the investigated articles were longer than the total of its sources, but that one had made use of other sources so there was an explanation for its length. Although this hypothesis was falsified, the use of words in the articles showed that they usually overstated the international attention.

The research was assuming that online news journalists could be tempted to rephrase and reuse content from other sources, to ‘fill’ up the web page. One thing that appeared out of the data material was the number of spelling mistakes, and this could mean that the journalists are not spending much time on this kind of articles, but it is necessary to state that the research did not investigate this.

A good thing with the World Wide Web and this kind of articles is that the Norwegian articles usually refer to their foreign sources so it is easy for online readers to click the hyperlink and read the articles themselves, and see if they agree with the journalist’s understanding of the article, and then also the representation of Norway. Comment sections, social media and blogs can serve as places where the individual can debate and negotiate about Norway and ‘Norwegian-ness’, as an addition to the images presented in the media.

8.3 Further research

Something very interesting that was revealed in the data material was that the Norwegian journalists were citing foreign articles citing a previous Norwegian article about the event or theme without them reflecting upon it. There is a lot of unexplored material within this field, and investigating the percentage of translating and rewriting could be interesting to investigate as well as the parts of the foreign sources Norwegian media ignore.

Aftenposten was in my findings the most ‘nationalistic’ newspaper, in terms of positive descriptions of Norway and Norwegians. Out of the ten articles there were two from *Aftenposten*, and the articles were not equally spread among different media outlets, so it is

not possible to claim that *Aftenposten* is a more ‘nationalistic’ paper, but it was an interesting observation that could be investigated further as well.

The article from *Aftenposten* referred to in the introduction claimed that it was typical for small countries to care about what others think about the country. It could be interesting to compare the findings from this study with results from another small western country, for example Switzerland.

The research documented that a lot of Norwegians went to the article in *New York Times* on the firewood TV show, and stated their opinions about the show. There are several interesting issues I’ve met as a researcher, but with a specific task in mind, all of this interesting stuff had to be left untouched for now.

It would absolutely be useful to convert this research into a bigger, quantitative research, with the adjustments that includes. The frames suggested out of this study would be very interesting to apply on a quantitative sample of texts, and then it would be possible to make generalizations.

9 Concluding words

This thesis presented how nationalistic frames can be detected and revealed in media texts. Through three different cases and ten articles, the thesis has shown how six different frames came to play. The frames were present in one or more of the articles. One article was found to make use of three of the frames, but as for all of the other articles they utilized one.

First the thesis presented the research question and two hypotheses. Theory on nationalism, flagging, stereotypes, collective and national identity was provided. Nationalism was described as an ideology that can be flagged through words, stereotypes and phrases in the media. Mention theorists

The thesis analysed ten articles from three different cases; Bastøy prison, firewood TV and the 2013 Parliamentary Election. To trace nationalism in the texts, words such as ‘we’, ‘us’, ‘Norway’ and ‘Norwegian’ were counted and analysed. The word ‘oil’ was also counted but was not as important within the three cases, as the research thought it would be.

The thesis also explained how new kinds of journalism can change the way the journalists work with articles, but the hypothesis claiming that Norwegian journalists tended to overstate the impact of the foreign articles was falsified. There was no reasonable evidence to claim that the Norwegian journalists tended to overstate the attention from abroad, considered the length of the foreign articles compared to the Norwegian.

The analysis showed however that spelling mistakes were common, and that the articles tended to overstate the level of attention. If one or two (English) articles wrote about a Norwegian topic, the headlines could be ‘attention abroad’ and other titles with ‘international’ words.

In this specific sample, *Aftenposten* was the publisher with the most nationalistic articles. The articles with the same topic, tended also to utilize the same frames, and it would be interesting to investigate further how issue-specific these frames are.

The first frame that were revealed was; ‘the different country-frame’, which was characterized by an understanding of Norway as different from anything else. It was focusing on highlighting everything positive about Norway; its institutions and the results were almost too

good to be true. This frame focused also on that other countries should learn from Norway. This frame was present within all the articles about Bastøy prison.

The second frame that was identified was the 'wealthy country-frame'. This frame focuses on the extreme wealth in Norway, and when other countries seem to struggle, Norway do good. This extreme luxurious situation has its downside though; the politics are considered as boring because there are no things to do besides spending money. This frame was utilized among two of the election texts.

Frame number three is the 'Viking and historical frame'. This frame gives the modern Norway, and its people, attributes from the Middle age, but they are all positive. It is related to the first frame, but is more historical, and national romantic, and connects the Norwegians to the nature. This frame was exposed in *Aftenposten*'s article on firewood.

The fourth frame is 'the country with no concerns'. This frame presents Norway as a calm country, where the stress from the modern living is gone. It is a positive frame where the Norwegians have capacity to enjoy the small things in life. This frame was also present in the article mentioned above.

The next and fifth frame is the 'headlines abroad is positive for Norway-frame'. This frame has a tendency to see all foreign articles about Norway as positive, and the same goes for the Norwegian stereotype that this frame contains. This frame was typical for the Firewood TV articles.

The last frame found was the 'misunderstood abroad, but we know who we are-frame'. Unlike the previous frame, number sixth is aware of what foreign media writes and means, but the frame focuses on that the coverage abroad does not give the full picture of Norway. At the same time this frame is making stereotypes the other way around without recognizing. This frame was present in two of the four articles on the election in 2013.

Finally, the thesis suggested further investigation of this unexplored field of nationalistic frames. It was suggested to for example apply the frames on a bigger, quantitative study or to compare Norway with another fairly small country in Europe.

10 Literature

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11 List of Online Resources

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<http://www.nrk.no/skole/klippdetalj?topic=nrk:klipp/255636> (05.26.2014)
2. Innovation Norway, International press relations 2013:
<http://viewer.zmags.com/publication/f987d83d#/f987d83d/1> (Last retrieved 5.28.2014)
3. *Aftenposten*: http://www.aftenposten.no/nyheter/uriks/Hvorfor-gjor-vi-oss-sa-sma-7459585.html#.U149yPl_vkc (Last retrieved 05.26.2014)
4. Reporters without borders: <http://rsf.org/index2014/en-index2014.php> (Last retrieved 05.27.2014)
5. Regjeringen: http://www.regjeringen.no/nb/dep/oed/tema/olje_og_gass/norsk-oljehistorie-pa-5-minutter.html?id=440538 (Last retrieved 5.22.2014)
6. Michael Moore's movie Sicko's bonus material about Norway and Bastøy prison:
<https://www.youtube.com/watch?v=uGTzbj3fRSw> (Last retrieved 5.22.2014)
7. Nasjonal vedkveld, NRK: <http://tv.nrk.no/serie/nasjonal-vedkveld/dvnr30003513/15-02-2013> (Last retrieved 05.22.2014)
8. Språkrådet: <http://www.sprakradet.no/Toppmeny/Aktuelt/Arets-ord-sakte-tv/> (Last retrieved 05.22.2014)
9. Heating of houses in Norway, Store norske leksikon: http://snl.no/oppvarming_av_hus (Last retrieved 05.22.2014)

12 Appendixes

- **One Code scheme for analysing articles with explanations, and ten filled code schemes.**
- **Analysed articles – report from Atekst/Retriever, retrieved 5.30.2014**

Code scheme:

1. General:

General information about the article.

- *Provide enough information about every article so if they are being deleted or changed after the research it should be possible to trace them in different archives and/or databases such as A-tekst.*
- *This information is also crucial to the analysis (e.g. length should be considered and compared with length of the foreign article it is based on)*

A) Article number:

B) Article title:

C) Source (publisher):

D) Date published/last updated:

E) Number of words (text including title and ingress):

F) Last retrieved:

G) URL-link:

2. Theme/context:

Try to put the article in a bigger context, is it a part of a (at that time) ongoing news event?

3. Content:

Tracing nationalism in textual elements. Every part has explanations and examples on what to look for

A) What is taken-for-granted in text?

(For example, is the use of words like 'we' and 'the state/government' defined or explained?)

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

C) Stereotypes?

(Is there a specific way to portray Norway or Norwegians? 'Ola Nordmann', the socially dysfunctional Norwegian? Rich and spoiled new generation, known as 'the curling generation', or 'the oil kids' / 'oljebarna')

D) Metaphors?

(‘Up here in the mountains’ / ‘her på berget’ or other ways to name/explain Norway or Norwegians without using the terms)

E) Use of own sources?

(Is the article made more extensive by interviewing other sources? If so, who? What position are they in?)

F) Use of hyperlinks and sources to original text? How many?

(If there are many hyperlinks to foreign articles, is there a connection with how ‘big’ the journalist portrays the event? Sample may be too small, but worth noting)

G) Repeating segments or phrases?

(What is highlighted or underscored in the article, what seems to be what the journalist really wants to ‘push’)

H) Arguments?

(How is the article arguing e.g. arguing for a change, is it conflict-based, under transmission, stating status quo, or stating the obvious?)

I) Attitude towards ‘original’ articles?

(Is it portrayed as a positive description of Norway, or are they portrayed as being wrong about Norway, for example)

4. Other:

Valuable when evaluating the research and draw conclusions. Point C and D are both crucial regarding the hypothesis testing.

A) Length of ‘original’ article(s)?

Compare with the length of the analysed article to maybe be able to comment the ‘sensational’ here (if the article claims that the topic/issue is getting international attention etc.)

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

(This is more on the latent level, and might be easier to grasp and considered after reading the text thoroughly several times)

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

D) Other frames utilized?

(Linked to what type of article it is)

Code scheme:

1. General:

A) Article number:	A1
B) Article title:	“Fikk 500.000 treff for historien fra Bastøya”
C) Source (publisher):	Gjengangeren
D) Date published/last updated:	02.27.2013
E) Number of words (text including title and ingress):	652
F) Last retrieved:	05.07.2014
G) URL-link:	http://www.gjengangeren.no/nyheter/fikk-500-000-treff-for-historien-fra-bastoya-1.7784680

2. Theme/context:

This article is a response to the English article on Bastøy Fengsel (‘Bastoy Prison’) in Norway.

Gjengangeren is the local newspaper in Horten in Vestfold, Norway. It is the closest town to the prison, and the newspaper has a circulation of about 6500 copies. Different from the other newspapers because it is more local, but this is from the online version and is open and accessible to everyone (probably in addition to print).

3. Content:

A) What is taken-for-granted in text?

- All the guards smile all the time
- Inmates keep their heads high. Focused and
- That English inmates only watch TV and will most likely come back to prison later.

B) *How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?*

The words for ‘we’ and ‘us’ (‘vi’ and ‘oss’) is

Special for this article is that the Norwegians and Norway are ‘the other’ – it lets the source define what are ‘us’ and ‘them’, so he says ‘here’ and means England.

We: 0

Us: 0

Norway: 3 – all of them in explanatory sentences.

Norwegian (language/heritage): 1

Norwegian (people): 1

‘Here’ – one time, but used when the source talks about his country.

Interesting!

C) Stereotypes?

‘Classic example of a young man who had fallen out of the established and accepted society’ – the source used to be a ‘classic’ inmate.

D) Metaphors?

Bastøy prison is a ‘holiday camp’ (bad translation)

E) Use of own sources?

They called the author of the article they write about and interview him. Erwin James, writer in The Guardian and former inmate.

F) Use of hyperlinks and sources to original text? How many?

One source. Original article in The Guardian:

http://www.theguardian.com/society/2013/feb/25/norwegian-prison-inmates-treated-like-people?CMP=tw_t_gu

G) Repeating segments or phrases?

The reach of the article is both the title and a subtitle and presented in a paragraph.

Statistics and arguments on Norway’s successful Correctional Services is repeated. Not many go back to prison after they have done their time.

H) Arguments?

Stating status-quo, that Norway has a good system that works, and that other countries should learn from it

Call it “international attention” when UK paper writes about the prison.

I) Attitude towards ‘original’ articles?

That it portrays a foreigner's view on Norway, they focus mostly on how big reach the article got, and the rest is mostly interviewing the source on his opinions.

Ask critical questions to the source on what picture of Norwegian prisons he is trying to give.
Reflective.

4. Other:

A) Length of 'original' article(s)?
2348 words.

The article is more a story and a reflection after his visit at Bastøy, but also gives a short introduction to the Norwegian prison system. The Gjengangeren article does not focus on the people the source met during his visit, only his view and the reach the article achieved.

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?
A foreigner's view on Norwegian prisons and the Norwegian system. Ideology: how to handle criminals.

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?
A lot about how prisons are organised in the UK versus Norway.

D) Other frames utilized?

Correctional services, law

Code scheme:

1. General:

A) Article number:	A2
B) Article title:	“Hva skjer om du sender en brite dømt for drap til åpen soning på Bastøy?”
C) Source (publisher):	Dagbladet
D) Date published/last updated:	25.2.2013
E) Number of words (text including title and ingress):	731
F) Last retrieved:	05.15.2014
G) URL-link:	http://www.aftenposten.no/kultur/Norsk-ved-TV-vekker-oppsikt-i-USA-7127150.html#.U2eSMfl_vkc

2. Theme/context:

This article is Dagbladet's reporting on the article published in The Guardian about Bastøy fengsel in Norway.

The prison is known for its controversial philosophy – and offers the prisoners responsibility and freedom, on an island in the Oslofjord.

3. Content:

A) What is taken-for-granted in text?

(For example, is the use of words like 'we' and 'the state/government' defined or explained?)

- Subtitle: 'Forblåst' – not cleared.
- Bastøy system not valid for all Norwegian prisons. Huge contrast to British

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

The words for 'we' and 'us' ('vi' and 'oss') is not very visible in this text.

Vi – 4 times mentioned in the sense that they ment the prison 'we' or our society. 2 times 'we' was used to refer to the British people.

Oss – 1 time. As in 'the prison'.

Norway – 0

Norwegian - 1

Norwegian(s) - 0

Oil - 0*

C) Stereotypes?

The typical British prisoner. Erwin James was an exception.

British prisons are bad.

D) Metaphors?

Bastøy is not a sandkasse – not a place to play and have fun.

Both Norwegian and British prisons as holiday camps

E) Use of own sources?

The article quotes Erwin James' text, but also interview him by themselves. Sometimes unclear if he wrote it in the guardian or said it to Dagbladet.

The (former) leader of Bastøy Prison, Arne Kvernvik Olsen is also interviewed.

F) Use of hyperlinks and sources to original text? How many?

(If there are many hyperlinks to foreign articles, is there a connection with how 'big' the journalist portrays the event? Sample may be too small, but worth noting)

Two hyperlinks:

<http://www.theguardian.com/profile/erwinjames>

<http://www.theguardian.com/society/2013/feb/25/norwegian-prison-inmates-treated-like-people>

The first one is a profile site where you find all of Erwin James articles. The second one is the article that Dagbladet reports on. It is quoted a lot.

More about Bastøy as one specific prison, not focusing so much on Norway as a whole.

G) Repeating segments or phrases?

Positive words about Bastøy/the system.

Negative about the British prisons and the former prisoners (negative choice of words). Convicted for murder, prison riot, suicide, murder, continuous extreme violence

H) Arguments?

Comparing Bastøy to the British prisons, and shows the differences, and some similarities: both are being called luxurious and holiday camps.

Repeating: luxury, lav gjentakelsesrate, seeing the prisoners as humans. Success, results.

I) Attitude towards 'original' articles?

Stating how things are at Bastøy, but describe is as different to others than 'us'.

4. Other:

A) Length of 'original' article(s)?

Compare with the length of the analysed article to maybe be able to comment the 'sensational' here (if the article claims that the topic/issue is getting international attention etc.)

2348

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

That Bastøy (Norway?) has a better system, and the story about the hero Erwin James who made a career.

System that works, a success story.

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Just introducing/explaining who talks. Mainly.

D) Other frames utilized?

Law, Prison

More salient than nationalism. But refers to same article and numbers and even quote some of the same stuff.

Code scheme:

1. General:

- A) Article number:** A3
- B) Article title:** “Norsk fengsel sjokkerer i utlandet”
- C) Source (publisher):** Side 3 (not a newspaper, but a under section and part of the online newspaper Nettavisen)
- D) Date published/last updated:** 03.29.2012
- E) Number of words (text including title and ingress):** 574
- F) Last retrieved:** 05.19.2014
- G) URL-link:**
<http://www.side3.no/norsk-fengsel-sjokkerer-i-utlandet/3366390.html>

2. Theme/context:

This article is referring to an article by The Daily Mail who visited Bastøy Prison in 2011. The publishing of the article in the British newspaper ‘collided’ with the terror attacks in Norway, but it does not mention this. The article at Side3.no is published nine months later, a few weeks before the trial against Anders Behring Breivik started, but does not mention this either.

It seems somewhat without context, because this was a huge deal in Norwegian media – but the Bastøy prison reoccurs in the media, because it is quite controversial.

3. Content:

A) What is taken-for-granted in text?

- Knowledge to Alcatraz (and that Bastøy is Norway’s version of it.)
- Knowledge about Michael Moore.
- The system at Bastøy shocks everyone except the Norwegians...

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

We - 0

Us -

Our – 1 (that this way of treating the prisoners goes against all of our instincts)

Norway - 4

Norwegian - 2

Norwegian(s) - 0

Oil – 0 (did not except either.)

C) Stereotypes?

Murderers are who they are. Not supposed to be treated nice. And the Norwegian prisoners are breaking this idea by behaving nice.

D) Metaphors?

Murderer in the sun

E) Use of own sources?

No, referring to an older interview by someone else with the leader of the prison, but makes it unclear if they interviewed themselves.

Also refers to Michael Moore's documentary "Sicko", but only in one paragraph.

F) Use of hyperlinks and sources to original text? How many?

(If there are many hyperlinks to foreign articles, is there a connection with how 'big' the journalist portrays the event? Sample may be too small, but worth noting)

1 hyperlink to The Daily Mail: <http://www.dailymail.co.uk/home/moslive/article-1384308/Norways-controversial-cushy-prison-experiment--catch-UK.html>

G) Repeating segments or phrases?

That it is too good to be true.

Do not reflect upon the different way to apply the statistics. Bastøy is a low-security prison, usually the prisoners don't have that much time left, and Bastøy one step closer to the real life – but absolutely not for every criminal.

H) Arguments?

Phrases:

Murderer in the sun, 'a dream prison', Norwegian prison is shocking abroad, too much of the good, constantly raising eyebrows in foreign media, too incredible, the results are outstanding, several inquiries from foreign media every month, hard to swallow [for others], World's first of its kind, the results speak in an unpleasant way its own language [whether you like it or not the prisoners do not tend to commit new crimes], 16% do, lowest rate in Europe.

I) Attitude towards 'original' articles?

Using it to a large extent.

4. Other:

A) Length of 'original' article(s)?

3008 words.

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

The prison is shocking – but in a good way. Claims that this is the right way.

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Daily life of prisoners, facts about Bastøy.

D) Other frames utilized?

Correctional services, law.

Code scheme:

1. General:

A) Article number:	B1
B) Article title:	“Norsk ved-TV vekker oppsikt i USA”
C) Source (publisher):	<i>Aftenposten</i>
D) Date published/last updated:	20.2.2013
E) Number of words (text including title and ingress):	886
F) Last retrieved:	05.06.2014
G) URL-link:	http://www.aftenposten.no/kultur/Norsk-ved-TV-vekker-opsikt-i-USA-7127150.html#.U2eSMfl_vkc

2. Theme/context:

This article is a reaction the American reaction to the 12 hour long NRK program “Nasjonal vedkveld” (National Firewood Night) that showed the audience how to stack their firewood to dry after chopping it. It also showed a lit fireplace continuously through the night. The reporting on the foreign attention reached several Norwegian newspapers (Dagsavisen, NRK, Dagbladet) in addition to Aftenposten.

3. Content:

A) What is taken-for-granted in text?

- That every Norwegian cares about firewood, even the interviewee is burning his firewood during the interview.
- Norwegians burn their firewood “the right way” in a climate perspective /we know this.
- Firewood is both useful and involves feelings (positive feelings)

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian(s) (the people) mentioned?

We – 4

Oss – 3

Nordmenn - 5

Norway - 5

Norwegian – 4

Also combined, to really clarify ‘it’s **us**’; us Norwegians are like this and this.

C) Stereotypes?

****Most stereotypes**

Vikings

Americans, they are like us, especially the ones in the north. They have a culture for burnin wood as well, but the Norwegians are extraordinary because we mix ‘the traditional and the modern’.

“While they [the Americans] discuss how many bullets they will have in their guns, [we/Norwegians] discuss how one stack wood in Norway” (based on one comment)

Norwegians as simple people, they have the opportunity to discuss the small things in life. (not many worries)

The title ‘National firewood night’ indicates that this is something the whole nation will participate in (in Norway there were reactions on NRK as PSB and how they spend their money and hours), but the title is not Aftenposten’s choice, that’s NRK, but the explicit mentioning of something ‘National’ is worth to note, and consider.

D) Metaphors?

Aftenposten takes this from the comment section to the foreign source, but do not question it or anything, just leave it there: “So this is how the Vikings ended up. Well done!”

The whole world is calling (Some media in the U.S. was calling) /Note: other nations were interested in this, covered in other stories, but they do not refer to them here.

E) Use of own sources?

Yes, three. This article is investigating and posing questions based on the article, not just rephrasing it.

Source 1: Author of the book ‘Hel ved’ (English title: ‘Solid Wood: All About Chopping, Drying and Stacking Wood — and the Soul of Wood-Burning’), Lars Mytting. He was also a part of the show.

Source 2: Leader of the project, Lise May Spissøy, from NRK

Source 3: Rune Myklebust, NRK, have had several ‘slow-TV’ ideas, and was the one pitching the ‘National Firewood Night’

F) Use of hyperlinks and sources to original text? How many?

There is three links in the article. One refers to a previous Aftenposten article on the TV program. The second links to the NYT article. The last one refers to an Aftenposten article on the success of the book the show is based on, ‘Hel ved’.

<http://www.nytimes.com/2013/02/20/world/europe/in-norway-tv-program-on-firewood-elicits-passions.html?pagewanted=1&r=1&pagewanted=all> 1052 Words. Feb 19 2013

G) Repeating/salient segments or phrases?

(What is highlighted or underscored in the article, what seems to be what the journalist really wants to 'push')

“Fun with those weird Norwegians” highlighted

Positive phrases repeated:

Vekker oppsikt – draws attention (not necessarily positive, but here it is)

NRK *dedicated* 12 hours to the program about firewood – choice of word leaves the impression that this was almost a tribute and a celebration of the firewood.

‘Analyzed in detail’, as this is important and should be on the agenda.

Enthusiasm and fascination [for Norwegians]

‘Declarations of love’ to Norwegians

Fantastic, right (as the right thing), very pleasant – positive wordings about Norway/Norwegians

Norwegian book success can also be a success story abroad. (hope) keep on rolling – as in this will not stop yet.

‘Dreaming about Norway’ Americans jealous (could also be dreaming back to heritage)

H) Arguments?

The article is arguing that Norwegians and their firewood traditions are appreciated abroad – especially in the U.S.

Aftenposten calls the comment section full of “declarations of love to the article, the burning of firewood and Norwegians”.

Aftenposten poses the question: Are they laughing at us? But no, the three sources and the further argumentation claim that the article about program was well received.

Every fifth Norwegian was watching the show – does not say for how long.

I) Attitude towards ‘original’ articles?

Do not use it *that* much, the American article’s sources is not brought up in the Norwegian article. The Norwegian article focuses more on the attention from NYT and the responses to it. Not interested in what Norwegians said to the NYT.

Portray it as a positive article for Norway, the descriptions of Norway and Norwegians after the article was published online on nyt.com is as much in focus as the text itself. They refer to comments readers have left.

Turn everything into something positive, their interviewees are not 'saying' their comments, they are 'laughing' them, we are not weird for being able to discuss and enjoy the firewood, we are 'cute'

Aftenposten can reveal that 'the readers loved it [the NYT article]'.

Aftenposten cites several comments among the 237 comments on the article:

"Fantastic story!"

"So this is how the Vikings ended up. Well done!"

"This story have done more to cheer me up today than anything else could've done. This is just so right."

"Where can I get the book?"

(My translation back to English – not any efficient way to find all of the comments again)

Shows what Aftenposten thought was important among 237 comments. (Note from me: A lot of the comments I've read are *not that* positive. Some are criticising the social democracy, calling Norway a communist state, and so on... Although there are not many of them.)

4. Other:

A) Length of 'original' article(s)?

1052 words – but also 237 comments, and a lot of attention (at least in a Norwegian scale) in social media (tweets and sharing).

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

Happy with the attention, connecting Norwegians to the Americans (they liked our show; maybe we're not so different?)

The Norwegians are a calm and happy people who can enjoy the small things, and supply ourselves with heat.

Doesn't say anything about *why* Norwegians care about firewood – it is taken for granted that we do, and that is "proven" by the reach of the show – but the article doesn't explain this or talk about the cold climate, the vegetation or fauna in Norway.

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Firewood specific parts, humour around this, how to stack it is repeated.

D) Other frames utilized?

Firewood frame?

This article is very positive towards Norway and Norwegians, not only firewood!

Code scheme:

1. General:

A) Article number:	B2
B) Article title:	“Glødende interesse for NRKs ved-tv”
C) Source (publisher):	NRK
D) Date published/last updated:	17.02.2013/ 20.2.2013
E) Number of words (text including title and ingress):	913
F) Last retrieved:	05.17.2014
G) URL-link:	http://www.nrk.no/hordaland/nrks-vedsending-vekker-oppsikt-1.10916315

2. Theme/context:

This article is a reaction the American reaction to the NRK program “Nasjonal vedkveld” (National Firewood Night) that showed the audience how to stack their firewood to dry after chopping it. It also showed a lit fireplace continuously through the night. The reporting on the foreign attention reached several Norwegian newspapers.

3. Content:

A) What is taken-for-granted in text?

- ‘Crown Princess engaged’ = retweet on Twitter.
- NRK: ‘Did you like the geek program?’
- Other things are explained thoroughly, using hyperlinks etc.

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

The words for ‘we’ and ‘us’ (‘vi’ and ‘oss’) is

C) Stereotypes?

No there isn’t.

D) Metaphors?

The whole article is using words that are also used about fire, and fireplaces.

“Glowing interest for NRK’s firewood-tv”

Fyrte, fyrte opp om, knusktørre, blusse, fyre opp publikum, holdt liv i, stablet sendingen, ‘vedunderlig’ instead of vidunderlig., vedmaraton.

E) Use of own sources?

Yes, but they are all related to NRK and the show.

Hel Ved author, Lars Mytting

Leader of the program Rune Møklebust

Host during the show, Rebecca Nedregotten Strand

Interviewed about the international attention the show got.

F) Use of hyperlinks and sources to original text? How many?

10 hyperlinks, but only 3 foreign articles about the show. BBC, NYT and Gawker.

BBC: <http://www.bbc.com/news/world-europe-21482313>

NYT <http://www.nytimes.com/2013/02/20/world/europe/in-norway-tv-program-on-firewood-elicits-passions.html?pagewanted=1&r=2&pagewanted=all&>

Gawker link is gone.

G) Repeating segments or phrases?

Repeating the words related to firewood, repeats the international attention. Special program concept, how other must perceive Norwegians after this.

Calling the show 'knusktørt' – arid or bone dry – and stating that the interest flared up in social and traditional media. Seems like they had a set of firewood-related words to use, it doesn't really go with what the rest of the article claims.

More literally

H) Arguments?

Saying that the articles themselves give the show a lot of attention – do not say how many who read the articles, etc. Written before they knew how many people who had seen the show as well.

I) Attitude towards 'original' articles?

Portrayed with an interest and fascination for Norway and its people.

4. Other:

A) Length of 'original' article(s)?

NYT: 1052

BBC: 208

Last one was deleted.

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Facts related to the previous slow-tv programs, the firewood and the comments from Norwegians.
Although they could be really interesting as well.

D) Other frames utilized?

Firewood? Program developing in TV media?

Code scheme:

1. General:

A) Article number:	B3
B) Article title:	“Kunne dette skjedd i noe annet land enn Norge?”
C) Source (publisher):	Dagbladet
D) Date published/last updated:	02.16.2013
E) Number of words (text including title and ingress):	560
F) Last retrieved:	05.19.2014
G) URL-link:	http://www.dagbladet.no/2013/02/16/kultur/nrk/ved/direktesending/sakte-tv/25794409/

2. Theme/context:

This article is a reaction the American reaction to the NRK program “Nasjonal vedkveld” (National Firewood Night) that showed the audience how to stack their firewood to dry after chopping it. It also showed a lit fireplace continuously through the night. The reporting on the foreign attention reached several Norwegian newspapers.

3. Content:

A) What is taken-for-granted in text?

- Norwegians have a relationship to logs and firewood.
- Knowledge to Lucy Keeler.
- World = two English speaking media.
- The typical Norwegian has been important in 2013, the article claims, but do not specify.

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

We: 6 (3 times referring to we as Norwegians, and 3 times as for the program/NRK)

Us: 1 (12 hour live firewood on TV, make the world recognize **us**. Norwegians)

Our: 2 – but meant as the NRK production, but use of the word our make it sound like we all can be proud and/or relate to this.

Norway: 3 (‘Could this happen any other places than Norway?’ ‘I love crazy Norway’ and ‘if it wasn’t for firewood, we couldn’t live in Norway’)

Norwegian(s): 5. Everytime mentioned with the relation to firewood. ‘It is so wonderful that Norwegians are so concerned with logs’ ‘Norwegians have a spiritual relationship to fire’ ‘It’s clear that the Norwegians have the strongest relationship to the logs’

Norwegian: 2 ('a part of the typical Norwegian that has been important in 2013 so far' and quote from source (Norwegian state-tv)

Olje:0 – but worth noting that Norwegians couldn't live in Norway if it wasn't for the fire.

C) Stereotypes?

Traditional Norwegians. Those who appreciate a good fire are not on Twitter commenting the show, they sit and enjoy it (instead of saying they are older)

D) Metaphors?

Hunting for the next 'viewer magnet', Typical Norwegian, Spiritual relationship

'I de tusen hjem' (In the thousand homes) is a saying in Norwegian, from our national anthem, but here it says 'hjemme i de tusen peise-stuer' (home in the thousand fireplace lounges). In a way saying we all have a fireplace, and ties it to our national identity.

Asking the reader: 'Fikk du tenning av den nasjonale vedkvelden?' 'were you fired up by National firewood night?'. Sexual undertone?

E) Use of own sources?

Interview with Rune Møklebust, director of the program. (maybe only one source because it is the oldest article?) The others have more sources.

F) Use of hyperlinks and sources to original text? How many?

2 links. BBC and Huffington post. Both are quoted. Reuters is referred to but not hyperlinked, and most of the text in BBC is from Reuters.

G) Repeating segments or phrases?

Norwegians and their connection to firewood. **Mentioned 5 times.**

The attention from foreign media. 'International headlines', 'interest from the surrounding world', 'attention abroad' ++ are all phrases for the same.

H) Arguments?

Arguing that Norwegians have the strongest relationship to firewood, and that this is something we 'all' care about.

The attention in foreign media is positive. But it doesn't really say why. All attention is good attention?

I) Attitude towards 'original' articles?

Positive, even when we're called crazy, or if the articles 'mock' the concept by using silly firewood terms ('can this one heat up the audience etc').

The attention was not expected but not too surprising either, because the Norwegians also gave the show a lot of attention – more than they (NRK) could handle.

4. Other:

A) Length of 'original' article(s)?

310 words – The Huffington Post UK

208 words – BBC. Quoting Reuters.

Shortest sample.

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

Proud of the show. Really stating that Norwegians are connected to the fire, that it is very essential to us.

Question popping up is why was the attention positive? Do not discuss.

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Facts and quotes specific for the show.

D) Other frames utilized?

(Linked to what type of article it is)

Program development. TV formats.

Code scheme:

1. General:

A) Article number:	C1
B) Article title:	“Valgreportasjer fra slaraffenland”
C) Source (publisher):	Aftenposten
D) Date published/last updated:	8.27.2013
E) Number of words (text including title and ingress):	691
F) Last retrieved:	5.06.2014
G) URL-link:	http://www.aftenposten.no/nyheter/uriks/Valgreportasjer-fra-slaraffenland-7291371.html#.U2eSSPl_vkc

*oldest article. *predicts outcome of election.

2. Theme/context:

This article is a part of the news coverage ahead of the Norwegian parliamentary election in the fall of 2013, and is under the foreign news section of the newspaper.

3. Content:

A) What is taken-for-granted in text?

- “Drowsy election campaign”, “this boringness”
- “Oil boom, increase of prosperity in the midst of crisis Europe, the Progress Party's growth and not to forget 22nd of July 2011” – mentioned but not explained. Note the “last but not least”, “not to forget” notion in front of referring to the terror attacks in 2011.
- That the German newspaper is a quality newspaper.
- “The Prime Minister’s taxi stunt”, explained to some extent but referred to as something everybody should know.
- That an election campaign ideally is full of conflicts.
- Utlendingene / the foreigners, the articles refer to five different media outlets, in different countries, but do not specify who they mean here.

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

The word for ‘we’ and ‘us’ (‘vi’ and ‘oss’) is not used very much. ‘Us’ is not mentioned at all.

‘We’ is used two times:

- “Today it is less than two weeks until we again flock to the ballot boxes”
- “Previously, we have seen an almost consistent tendency to talk about the Progress Party as a party out on the extreme right wing”

To compare: Norge / norsk / nordmenn (Norway / Norwegian (language/heritage) / Norwegian (the people)) mentioned 12 times.

Norway: 7

Norwegian 4

Norwegian(s) 1

We – 2

Our- 2 (vår høye levestandard)

Us - 0

Oil – 1 Oil boom

C) Stereotypes?

The others as ‘utlendingene’ – ‘the foreigners’ they are ascribed/put into one group. Mentioned two times. ‘Utlandet’ (directly translated out-country) means something like ‘all the foreign countries’, but named as one, like an out group. Mentioned one time.

“Slaraffenland” – Norway described as too good, so good that people get bored. (Extreme wealth) Cockaigne.

D) Metaphors?

“Slaraffenland, the fantasy land from the middle ages where nobody had to work” Called Cockaigne in English. (<http://en.wikipedia.org/wiki/Cockaigne>) (Wikipedia used to find the English term)

E) Use of own sources?

No. Although one of the sources refer to Aftenposten, which is referred to again in the article (so kind of using themselves as source but legitimising it with the other source)

F) Use of hyperlinks and sources to original text? How many?

Five foreign sources, but only three hyperlinks.

Financial Times (<http://www.ft.com/intl/cms/s/0/946b3fec-0b34-11e3-bffc-00144feabdc0.html#axzz30ylHsTtm>) 806 words

PressTV (Iran) (no source)

Time Magazine (<http://world.time.com/2013/08/19/norways-far-right-may-come-to-power-despite-memory-of-anders-breiviks-killing-spree/>) 906 words.

Bloomberg (no source)

Süddeutsche Zeitung (<http://jetzt.sueddeutsche.de/texte/anzeigen/576416/Zu-zufrieden>)

Removed from website – only title and ingress left (though ingress said almost the same as the Norwegian article referred to)

Common for the sources: The text is mainly translated and reprinted with a sentence referring to the articles.

G) Repeating segments or phrases?

Boring campaign, no 22/7-effect for the 2013 election, change in the way foreign media consider the Progress Party and the parties with an orientation to the liberal and right, election outcome will not be in the ruling government's favour, change is not necessary but inevitable because 'the people' are bored.

H) Arguments?

Stating status quo as 'boring', but suggests a change in the way 'the others' look at Norway (or stating that there is a change)

I) Attitude towards 'original' articles?

Increased interest for Norway – after 22/7 but something else?

The article does not question if the articles are wrong, but acknowledge that foreign media is more correct now in their reporting of the Norwegian political parties.

The article agrees with its sources, what regards their descriptions of Norway.

"They" think we are boring, or the journalists claim that – "we don't have the political drama or world famous politicians."

4. Other:

A) Length of 'original' article(s)?

Compare with the length of the analysed article to maybe be able to comment the 'sensational' here (if the article claims that the topic/issue is getting international attention etc.)

They tend to be longer, although do not know with the ones I haven't been able to retrieve.

Financial Times 806 words. TIME mag: 906 Words. (only two available)

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up? (This is more on the latent level, and might be easier to grasp and considered after reading the text thoroughly several times)

Norway is boring, lacks drama, but the interesting world 'out there' is more and more interested in us. But there is some bragging in here too – we don't NEED new government, we have it all, but we are bored so we just vote for a change

Boring, too good to be true at the same time. Extreme wealth.

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Predicts outcome of the election, but covers it with “anything can happen”

D) Other frames utilized?

Critical political – complains about Norway being too quiet, and boring. (But also the stereotype that Norway is the best country, but also too good for itself.)

Code scheme:

1. General:

A) Article number:	C2
B) Article title:	«Å være født i Norge, er som være på verdens største vinnerlag»
C) Source (publisher):	Dagbladet
D) Date published/last updated:	9.9.2013
E) Number of words (text including title and ingress):	235
F) Last retrieved:	05.13.2014
G) URL-link:	http://www.dagbladet.no/2013/09/09/nyheter/valg13/politikk/samfunn/innenriks/29170764/

* Title is a citation * Shortest article

2. Theme/context:

This article is a reaction to the international attention on the Norwegian parliamentary election in September 2013. The article was published on the Election Day, predicting the outcome based on the foreign articles and latest polls.

3. Content:

A) What is taken-for-granted in text?

- The terror in 2011
- Economic growth equals good prime minister.

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

The words for 'we' and 'us' ('vi' and 'oss') is mentioned:

We - 0

Us - 0

Norway - 9

Norwegian - 1

Norwegian(s) – 0

“The country” – 4 referring to Norway. 3 out of 4 as “the other country”/ from a distance.

Oil: 2 (both mentioned with money. And “enormous” and “too much”)

C) Stereotypes?

D) Metaphors?

Norway as an island (special, isolated)

Norway as the winning team.

E) Use of own sources?

None

F) Use of hyperlinks and sources to original text? How many?

Five hyperlinks.

Short text. More a short report on what other countries are writing before the election.

Several citations. Even the title. But the title is said by a Norwegian, it becomes more unclear in the Norwegian article.

G) Repeating segments or phrases?

Repeating a quote twice, in title and text.

Wants to push the wealth.

H) Arguments?

Stating how others perceive “us”. Change in the sense that the article predicts that the election will be in the right-parties’ favour.

Using numbers from the economy to argue how good Norway is.

I) Attitude towards ‘original’ articles?

Quote them to a large extent.

Different articles makes the article a little bit unpredictable as well. The end have some criticism of Norway in it. A Swedish newspaper that was negative to replace the government with the opposition.

Positive. That Norway is doing well in bad times, and that we don’t need to change our administration, and that others find it strange that we want to.

4. Other:

A) Length of 'original' article(s)?

455 words. ABC News

2696 words, Berlingske (same title)

777 Aftonbladet.

923 BBC News. Norwegian author. ? Norwegian name. Most focused on the right-wing parties and the connection to the terror attacks in 2011.

Washington Post link did not work so not possible to find.

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

Not proof-read, impression of being a cut and paste article.

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Explanations on quotations. And the referring to foreign newspapers.

D) Other frames utilized?

Election, economy, politics.

Code scheme:

1. General:

A) Article number:	A3
B) Article title:	“Som man roper i skogen”
C) Source (publisher) and section:	VG, News/”meninger”
D) Date published/last updated:	9.13.2013
E) Number of words (text including title and ingress):	912
F) Last retrieved:	05.16.2014
G) URL-link:	http://www.vg.no/nyheter/meninger/som-man-roper-i-skogen/a/10126353/

2. Theme/context:

This article is a reaction the international attention the parliamentary election of 2013 got. It sums up a debate that started in Norway when foreign media frequently connected the Progression Party in Norway with the terrorist from the attacks in 2011.

Longest article. **

3. Content:

A) What is taken-for-granted in text?

Knowledge about Norwegian politics, the election, the outcome of the election

- Italian. “mea culpa”
- **Title: As you yell in the woods. Have to understand the reference. [you’ll be answered]**

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

The words for ‘we’ and ‘us’ (‘vi’ and ‘oss’) is

We – 8 (1 time meant all the people in the world, 6 times Norwegians, and 1 time meant ‘we’ as in the journalists)

Us – 1 (as Norway)

(Our – 1 but for the Italians.)

Norway - 3

Norwegian - 6

Norwegian(s) – 0

Oil – 1 (as in ‘the oil nation Norway’. Mentioned when discussing if Islam and Muslims are a big threat to Norway.)

C) Stereotypes?

The oil nation Norway.

Child murderer (Breivik. Creates distance)

European extremists (contrast to the Norwegian Progress Party that are not so much to the right as everybody thinks.) Stereotype others.

D) Metaphors?

Global media village

E) Use of own sources?

No, not in an interviewing way – but the article works a little different than the others because this is one journalist’s opinion.

F) Use of hyperlinks and sources to original text? How many?

Corriere Della Sera: http://www.corriere.it/esteri/13_settembre_10/norvegia-elezioni-vince-partito-breivik_21d08c22-19de-11e3-bad9-e9f14375e84c.shtml

The independent: <http://www.independent.co.uk/news/world/europe/norway-election-results-antiimmigrant-party-with-links-to-mass-murderer-anders-behring-breivik-set-to-enter-government-under-conservative-leader-erna-solberg-8805649.html>

G) Repeating segments or phrases?

Norwegian politics is not covered as nuanced as ‘we’ want abroad.

Characteristics is normal.

We know that Progression Party is not ‘like that’

H) Arguments?

Arguing for viewing the international response in another way. Give the world the correct impression of the party, not by the opposing parties tweeting about the foreign media to be right.

I) Attitude towards ‘original’ articles?

Explains what they misunderstood, and try to repair the image. They are wrong about Norway, but we can also be wrong about other countries. Using stereotypes/karikatur.

4. Other:

A) Length of ‘original’ article(s)?

Corriere Della Sera: 659

The Independent: 668

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

You’d have to know Norway as a country to understand, maybe this article was published next to a regular news article?

Not very nationalistic, but have elements like ‘calm down, they misunderstood us, we know who we are and so on’ The title is only half of a saying: Som man roper I skogen (får man svar)

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Facts about other countries

D) Other frames utilized?

Politics, karikatur,

Code scheme:

1. General:

A) Article number:	C4
B) Article title:	“Utenlandsk presse opptatt av Solberg, Jensen og Breivik ”
C) Source (publisher):	NRK
D) Date published/last updated:	9.10.2013
E) Number of words (text including title and ingress):	886
F) Last retrieved:	5.18.2014
G) URL-link:	http://www.nrk.no/valg2013/utlandet-knytter-breivik-til-frp-1.11233313

2. Theme/context:

This article is a reaction the international cover of the 2013 parliament election. It sums up as many as 11 articles about the outcome of the election in Norway, but it is also important to consider that the article has NTB in parantheses – and it is not clear who wrote what.

3. Content:

A) What is taken-for-granted in text?

- Outcome of the election, on-going events in contemporary Norway.
- 7/22 attacks.

B) How many times are words like we, us, Norway, Norwegian (heritage and language) and Norwegian (the people) mentioned?

The words for ‘we’ and ‘us’ (‘vi’ and ‘oss’) is

Norway: 10

Norwegian: 3

Norwegian(s): 0

Us: 0

We: 0

Our: 0

Oil: 2 (Oil wealth and oil drilling)

The voters (Norwegians) – 2 (presented as determined and that they’ve said their will)

C) Stereotypes?

Not in the article, but probably in the sources?

Quotes that includes the oil, but not in any specific stereotyping way.

D) Metaphors?

Using words like 'concerned with' 'devote great attention' to make the article relevant?

E) Use of own sources?

None.

F) Use of hyperlinks and sources to original text? How many?

Many. 12.

The Independent - <http://www.independent.co.uk/news/world/europe/norway-election-results-antiimmigrant-party-with-links-to-mass-murderer-anders-behring-breivik-set-to-enter-government-under-conservative-leader-erna-solberg-8805649.html>

BBC - <http://www.bbc.com/news/world-europe-24014551>

The guardian – no longer available: <http://www.theguardian.com/world/2013/sep/10/norway-government-coalition-solberg#start-of-comments>

Aftonbladet - <http://www.aftonbladet.se/nyheter/article17437187.ab>

Dagens Nyheter: <http://www.dn.se/nyheter/varlden/bla-seger-i-norge/>

Expressen: <http://www.expressen.se/nyheter/forsta-siffrorna-seger-for-norska-hogern/>

Jyllands-posten – <http://jyllands-posten.dk/international/europa/ECE5934694/jordnaere-jern-erna-har-samlet-de-norske-midtervaelgere/>

Politiken - <http://politiken.dk/udland/ECE2071817/solbergs-foerste-udfordring-olieboring-i-nord-skiller-de-norske-borgerlige/>

Hufvudstadsbladet - <http://hbl.fi/nyheter/2013-09-09/497471/norge-gar-mot-maktskifte>

Die Zeit - <http://www.zeit.de/politik/2013-09/konservative-gewinnen-in-norwegen>

Frankfurter Allgemeine Zeitung: <http://www.faz.net/aktuell/politik/ausland/norwegen-rechtsruck-und-regierungswechsel-12566803.html>

Al Jazeera – <http://www.aljazeera.com/news/europe/2013/09/20139922303818271.html>

G) Repeating segments or phrases?

Pushing that other countries see the outcome as a part of a bigger trend in Europe.

Pushing the link to the terror attacks in 2011 and the progression party, but cover it as what they think, not what the Norwegian journalist think. The article pushes that it is a recurring theme in the English 'speaking' foreign media.

H) Arguments?

Stating what other countries think, and 'argue' through quotes.

Focus on Jens Stoltenberg, FrP, the link to terror attacks in 2011,

Controversial claims are put in quotation marks, maybe to neutralize (ufarliggjøre) them to some extent?

I) Attitude towards 'original' articles?

They are portrayed as having their own opinions about Norway, the article doesn't really take stand on any sides, rather shows Norwegians how the country and election is being portrayed in foreign media.

Claiming that media that argue that the Progression Party is critical to immigration and linking it to Anders Behring Breivik are to some extent wrong.

4. Other:

A) Length of 'original' article(s)?

The Independent - 668

BBC - 707

The guardian – not longer available

Aftonbladet 336

Dagens Nyheter: 298

Expressen: 338

Jyllands-posten – 457

Politiken - 289

Hufvudstadsbladet 733

Die Zeit - 338

Frankfurter Allgemeine Zeitung: 342

Al Jazeera – 435

Take one or two sentences to report what they focused on

Does not say that the event is sensational but maybe more how the reporting is.

B) What kind of impression does the article give? Is there any unclear parts or questions that pop up?

More why they just reported everything without commenting, but maybe the journalist did this on purpose? Or maybe because it says it is from NTB it is mainly sold to the media outlets as something they can work more extensively on their own.

A citation: 'Norway's new star' is a subtitle, but is never explained. This goes for mainly everything in the article – it is not even rephrased, only lots of references and quotations, and it is a little weird

C) Describe and note what parts of the text that did not fall under the analysis – what does it say here?

Mostly facts and other things they wrote about the reports. About persons etc rather than politics.

D) Other frames utilized?

Mostly quoting and facts what other media said about the result, not so much on Norway.



Universitetet i Oslo

Uttak 30.05.2014

10 webartikler

Nyhetsklipp

Hva skjer om du sender en brite dømt for drap til åpen soning på Bastøya?	Dagbladet	25.02.2013 21:17
Norsk fengsel sjokkerer i utlandet	Side 3	29.03.2012 13:55
Fikk 500.000 treff for historien fra Bastøya	Gjengangeren	27.02.2013 00:08
Norsk ved-TV vekker oppsikt i USA	Aftenposten	20.02.2013 22:16
Glødende interesse for NRKs ved-tv	NRK Hordaland	17.02.2013 13:36
Kunne dette skjedd i noe annet land enn Norge?	Dagbladet	16.02.2013 22:53
Valgreportasjer fra slaraffenland	Aftenposten	27.08.2013 22:55
Å være født i Norge, er som være på verdens største vinnerlag	Dagbladet	09.09.2013 19:42
Som man roper i skogen	VG Nett	13.09.2013 11:13
Dette skriver de i utlandet	NRK	10.09.2013 13:16

Hva skjer om du sender en brite dømt for drap til åpen soning på Bastøy?

Dagbladet. Publisert på nett 25.02.2013 21:17. (Oppdatert 26.02.2013 06:16)
Eспен Sandli esan@dagbladet.no.

Svar: Du får en gladsak. (Dagbladet): Erwin James Monahan ble drapsmann og dømt til to ganger livstid. - Mitt liv var over, og jeg var glad for det. Hadde vi hatt dødsstraff, hadde jeg fortjent å få det, sier Erwin James til Dagbladet. (Oppdatert: 26.02.2013 06:16)

Etter 20 år bak murene i britiske fengsler slapp han ut, som et nytt menneske og ansatt som journalist i avisa Guardian. Nylig ble han sendt til den norske fangeøya Bastøy. Det ble en kollisjon i fengselsfilosofi. Luksus-kritikken - På Bastøy traff jeg ansatte som smilte. Jeg er vant til fengselsbetjenter som har mistet motivasjonen og meningen med sitt arbeid, etter å ha sett fanger slippe ut og bli satt inn igjen for mange ganger, sier eks-fangen. For ham var Bastøy en oppvåkning: - Fangene, noen av dem er drapsmenn og voldtektsmenn, lever under forhold kritikerne beskriver som behagelig og luksuriøst. Likevel har de den laveste gjentakelsesraten i Europa, skriver Erwin James i sin faste spalte i Guardian. I 2004 slapp han ut av fengsel etter å ha sonet 20 år av drapsdommen. Under siste del av soninga og seinere har han skrevet faste spalter og gitt ut ei bok om livet bak murene. Forblåst i motsetning til flertallet av fengslede briter, klarte Erwin James å snu livet rundt. Utgangspunktet var rimelig håpløst og forblåst fra barnsben av, forverret betydelig i ungdomsåra og totalt havarent i tidlig voksenliv. - Jeg kan ikke takke fengselsvesenet. Jeg fikk et nytt liv på tross av fengselsvesenet, sier han. Redningen ble en psykolog som så muligheter og en fange som plutselig innså sin verdi. - Jeg var heldig som møtte noen som mente jeg hadde en verdi, til tross for mine forferdelige handlinger. Det som ble min redning, er noe av det samme Bastøy har gjort til et overordnet prinsipp: Det at noen tror på deg, at du har høyere verdi når du går ut enn da du kom inn for soning sier Erwin James. - Her må du ta ansvar I sin spalte skriver han: - Uansett hvor alvorlig deres forbrytelser er, fant jeg ut at tapet av frihet var all straff de fikk. Fengselsleder Arne Kvernvik Nilsen kjenner seg igjen: - Vi baserer oss på forskning på hva som virker, ikke på folks rettsoppfatning. Bastøy er ikke ei sandkasse, men et sted hvor du må ta ansvar. Det virker ikke på alle, men det virker på mange, sier Nilsen til Dagbladet. Besøket på Bastøy illustreres i Guardian av en fange som soler seg på en veranda med utsikt over fjorden. Ekte idyll, ville noen kalt det. - Bastøy kan framstå som et vakkert sted. Men det er ikke et sted du ønsker å være om du fikk velge, sier Nilsen. - Straff som virker Hvert år får han en bråte utenlandske pressefolk på besøk. - Bastøy blir lagt merke til internasjonalt. I løpet av fjoråret hadde vi besøk av 25 ulike reportasjeteam fra hele verden. Det vi viser dem er et fengsel hvor straff virker. Det handler om å la de innsatte ta ansvar for sine liv, sier Nilsen. Som så mange andre utlendinger før ham, merket Erwin James seg at fangene hadde tilgang på TV, PC og dusj på cella. Og at fanger har tilbud om utdanning og ferdighetstrening. - Det forklarer kanskje hvorfor landet har mindre enn 30 prosent gjengangere, det laveste i Europa og halvparten av antallet i England, skriver den drapsdømte journalisten. - Vær stolt! - Som livstidsfange brukte jeg de første åtte åra - av de 20 jeg sonet - i en celle med en seng, en stol, et bord og ei bønne som toalett. Jeg ble fanget i et større fengselsopprør, en beleiring og ble vitne til regelmessige tilfeller av ekstrem vold. Flere hundre medfanger tok sitt liv, et dusin av dem kjente jeg personlig. Og et stort antall ble drept. Likevel var omdømmet i pressen, at også jeg levde som på en feriekoloni, skriver han. Langt unna Bastøy med andre ord, men av enkelte møtt med den samme luksus-kritikken. - Vi må lære av noe som fungerer. Jeg møtte en lokalbefolkning jeg oppfatter dithen at var stolte av Bastøy. Det har de også all grunn til å være. Jeg fikk verdi på tross av fengselssystemet. På Bastøy tilbyr de det som målet med soninga, sier Erwin James til Dagbladet. VERDIEN PÅ ET LIV: Spaltist Erwin James sonet 20 år for drap, under helt andre forhold enn de du finner på Bastøy fengsel utenfor Horten. Foto: Adrian Øhrn Johansen / Dagbladet IKKE HELT SOM HJEMME: Britiske Erwin James skriver om norske soningsforhold. Faksimile: Guardian

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Se webartikkelen på <http://ret.nu/L6Q11KdM>

Norsk fengsel sjokkerer i utlandet

Side 3. Publisert på nett 29.03.2012 13:55. (Oppdatert 29.03.2012 14:18)

Drapsmenn som soner i solstolen blir for mye av det gode. Bastøy fengsel er ikke som andre fengsler.

(Oppdatert: 29.03.2012 14:18)

Norges svar på Alcatraz lar fangene slappe av i solstoler, kose seg i badstuer og gir de innsatte en så liten følelse av å være innesperret som mulig. For utrolig Et slikt drømmefengsel får naturligvis oppmerksomhet i utenlandet. Michael Moore trakk det frem i sin film Sicko, men kun som et bonusvalg. Moore mente han ikke kunne bruke Norge som eksempel, fordi det ville gjøre filmen hans mindre troverdig. Ingen ville tro at forholdene er slik de er i Norge... Bastøy får konstant øyebryn til å løfte seg i utenlandske medier, blant annet i den britiske avisen Daily Mail. En reportasje fra fengselet fra juli 2011 er fremdeles en av avisen aller mest leste artikler. I den omfattende saken viser avisen bilder av drapsmenns som soler seg, fyrer hvor fangene kan dra på ferie, bibliotek, solarium, hvordan en innsatt får jobbe med digre kjøttkniver på kjøkkenet og en annen som ommøblerer hytta han soner i. (Scanpix/Daily Mail) Drapsmannen Nils (36) sonet først i et normalt fengsel. - Jeg har det mye bedre nå, forteller han til avisen Daily Mail. - Straffesystemet går mot alle våre instinkter, skriver reporteren. Men noterer seg samtidig at resultatene er enestående. Ingen i Europa gjentar de straffbare handlingene så sjeldent som fangene på Bastøy. Drapsmann i solen En av fangene, 36 år gamle Nils, soner en dom på 16 år etter at han skjøt og drepte en amfetaminsmugler på grunn av ubetalt gjeld. Han ligger og soler seg i kortbukser etter en dag på jobb om bord fergen som går mellom fastlandet og fengselsøya. Er du på Facebook? Da kan du vinne the new iPad - Jeg studerer sjøfart ved universitetet. Jeg vil bli kaptein når jeg slipper ut. I et vanlig fengsel drar du bare med to bager med klær. Det er som om livet er blitt satt på pause. Du bare fortsetter med de dårlige vanene når du slipper ut, forteller han til avisen. Innestengning fungerer ikke? Daily Mail og Michael Moore er ikke de eneste som lar seg sjokkere - og imponere - av Bastøy. Fengselsleder Arne Kvernvik Nilsen forteller i et intervju med Vi Menn at journalister og TV-team fra hele verden er innom, de får nye henvendelser flere ganger i måneden. I løpet av sine år på Bastøy har han ikke opplevd en eneste voldshandling. - Faktum er - og det viser også forskning - at innestengning på lukkede fengsler ikke gjør innsatte i nevneverdig stand til å møte et liv på utsiden. Slik straffegjennomføring tjener kun to hensikter, samfunnets behov for hevn og garanti for at lovbrøyttere i soningsperioden ikke gjør lovbrudd, forteller han. Foto: Richardsen, Tor (SCANPIX) IDYLL: Bastøy kirke er en del av Bastøy fengsel. Kirken var 100 år i 2002. Vanskelig å svelge Ifølge Daily Mail ønsker briter strengere straffer for sine kriminelle. Gjentakelsesfrekvensen for straffbare handlinger i England ligger imidlertid på 70-75 prosent. I Norge er den 20 prosent. På Bastøy, kun 16 prosent - det laveste nivået i Europa. Til tross for statistikken og retningen norske myndigheter har valgt (det skal nå bygges flere fengsler som Bastøy), klarer ikke den britiske journalisten helt å adoptere tankegangen, men han vil gjerne. - Hva enn du tenker om Nilsen, en naiv hippy med vrangforestillinger, sjef for en feriekoloni med slemme gutter eller kanskje et fremtidsskuende geni, resultatene fra Bastøy snakker på ubehagelig vis sitt eget språk, avslutter han artikkelen. Øya Bastøy (rødt på kartet) ligger i Oslofjorden like sørøst for Horten by i Vestfold. Kilde Wikipedia. Verdens første i sitt slag Bastøy fengsel er et lavsikkerhetsfengsel som ligger på Bastøy i Oslofjorden i Horten kommune i Vestfold og er underlagt Kriminalomsorgens region sør. Fengselet ble i 2007 verdens første humanøkologiske fengsel. Det bygger sitt verdigrunnlag på tre grunnpillarer: Økologi, humanisme og ansvarsutvikling. For de innsatte er landbruket en av de største arbeidsplassene på Bastøy, de produserer mye av maten som de selv spiser. Fengselsanlegget ble opprinnelig bygd som Opdragelsesanstalt for forsømte gutter, nylig illustrert i filmen Kongen av Bastøy. Bastøy skolehjem var i bruk fra 1900 til 1970. Likte du denne saken? Da kan vi anbefale Dis Det er ikke mye ved Bastøy fengsel som minner om et normalt fengsel. Men her soner både drapsmenn og overgripere. Foto: Cornelius Poppe (Scanpix)

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Fikk 500.000 treff for historien fra Bastøya

Gjengangeren. Publisert på nett 27.02.2013 00:08. (Oppdatert 27.02.2013 23:01)
trude brønne larssen.

Erwin James ble drapsmann og sonet 20 år bak murene i engelske fengsler. Han fikk orden på livet sitt igjen og ble spaltist i britiske The Guardian. Før han dro til Bastøya visste Erwin James en del om norsk kriminalomsorg. (Oppdatert: 27.02.2013 23:01)

For fire år siden besøkte han Skien fengsel. - Jeg visste litt gjennom det jeg var blitt fortalt, forteller han. - Likevel var jeg ikke forberedt på det som møtte meg. - Som hva da? - Som at vaktene hele tiden smilte! I britiske fengsler er ikke det vanlig. Jeg la også merke til at de innsatte gikk med hevet hode. Måltrettet. 500.000 treff Reportasjen om Bastøya ble publisert i The Guardian mandag denne uken. Tirsdag ettermiddag, like før telefonintervjuet med Gjengangeren, mottok James en e-post fra redaksjonssjefen: Med over en halv million treff på nettet og et utall delinger på sosiale medier, fikk reportasjen mer oppmerksomhet enn noen på forhånd hadde kunnet gjette. Artikkelen har over 800 kommentarer og er delt 20.000 ganger på Facebook. I kommentarfeltet under artikkelen er meningene mange. Ikke rent få mener at et opphold på Bastøy er rene feriekolonien. Det synet deler ikke James med dem. - Problemet i Storbritannia er at systemet ikke er lagt opp etter et tydelig mål. Her i landet setter man bare folk bak lås og slå og gir dem et TV-apparat til tidsfordriv, uten å gi noe tilbud om rehabilitering. Mellom 65 og 75 prosent av alle innsatte, har sittet inne tidligere for andre forhold. I Norge ligger gjentakelsesfaren på rundt 30 prosent, et tall som for Bastøys del er enda lavere enn som så, forteller han. - Ikke frivillig i fengsel Debatten om fengselsvesenet i England er overraskende lik den som foregår i Norge. Mange mener at kriminelle fortjener å ha kummerlige kår. - Forstår du at mange mener at reportasjen din kan leses som en reklame for å begå kriminelle handlinger? - Ja. Eller... Nei. Det er veldig lett å bure folk inne og si: La dem lide. Men når en samfunn skaper en kriminalomsorg som fungerer, er det noe som faktisk krever en god del mot! Før jeg reiste til Bastøy var jeg nysgjerrig på hvordan åpen soning kunne fungere, men jeg tenkte: Nordmenn er jo ikke dumme! Hvis de driver på denne måten, må det jo være fordi de ser beviselige resultater på at det kommer noe godt ut av det. Det er ingen som sitter frivillig i fengsel, ikke engang på et sted som Bastøy. Fikk hjelp av psykolog Resultatene fant han. Ikke bare i form av statistikken som fastslår at Norge har den laveste tilbakefallsprosenten i Europa, men også gjennom møter med innsatte som prøver å bygge en ny tilværelse etter endt soning. - Fengsler bør tilby både utdanning og arbeidstrening, slår James fast. - Selv havnet jeg bak murene tidlig i 20-årene. Den gangen hadde jeg ingen skolegang. Jeg var et klassisk eksempel på en ung mann som havnet på utsiden av det etablerte og aksepterte samfunnet. Heldigvis møtte jeg noen gode mennesker, blant annet en psykolog som hjalp meg mye. Du skylder ofrene dine å leve et bedre liv, om det så er innenfor murene, sa han til meg. For åtte år siden slapp James ut. I mellomtiden hadde han lært å skrive, og fått tilbud om å bli journalist og fast spaltist i The Guardian. - Jeg vet det er mange som hater tanken på at jeg har lyktes. De mener at jeg hadde fortjent å henge i galgen. Lettere blir det ikke av at jeg har blitt noe av en halvkjendis i England fordi jeg har stått fram med min historie. Men jeg er en god skribent og en god nabo, og jeg tenker som så: Hvis jeg kan gjøre noe godt før jeg dør, betaler jeg litt av gjelden min til samfunnet.

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Norsk ved-TV vekker oppsikt i USA

Aftenposten. Publisert på nett 20.02.2013 22:16.
kjersti nipen.

TV-programmet om vedfyring besto i hovedsak av mennesker i parkas som snakket og kuttet ved i skogen, deretter åtte timer med fyr på peisen, skriver New York Times. Og leserne elsker det.

AV: kersti nipen NRK viet sist helg tolv timer av sendeskjemaet på NRK 2 til vedfyring i 'Nasjonal vedkveld'. Nesten én million nordmenn, tilsvarende hver femte innbygger, var innom. Suksessen avstedkom i dag en helsides artikkel i New York Times, der 'Nasjonal vedkveld'-sendingen spesielt og den norske vedfyringsinteressen generelt blir analysert i detalj. Hel ved -forfatter Lars Mytting, som var sentral i NRKs sending, er intervjuet i artikkelen og forklarer det amerikanske publikumet hvordan spørsmålet om stabling av ved - barken opp eller ned - deler det norske folk i to. - Ler de litt av oss? - Nei, slik oppfatter jeg det ikke. Det er heller snakk om begeistring, og fascinasjon for at vi har overskudd til å diskutere de små tingene i livet. Men det er klart, det er morsomt å spille på at det er litt eksentrisk. Men sjekk kommentarfeltet under artikkelen, oppfordrer Lars Mytting. Med sin bok om ved har Lars Mytting hugget seg rett inn i den norske folkesjelen. Det gjør vi, og leser en strøm av kjærlighetserklæringer til artikkelen, til vedfyring og til nordmenn. 'Fantastisk historie'! 'Så det var slik det gikk med vikingene. Bra gjort!' 'Denne artikkelen har gjort mer for å muntre meg opp i dag enn noe annet kunne ha gjort. Dette er bare så rett', skriver én. 'Hvor får jeg tak i boken?' spør ikke én, man mange som etterlyser en amerikansk utgave. - Dette tyder kanskje på at siste års vedbølge kan bre seg også utenfor Norge? - Det er jo en sterk vedfyringskultur i Nord-Amerika også. Men det spesielle i Norge er kanskje blandingen av det tradisjonelle og det moderne - at vi fyrer med ved, men samtidig er supernøye med å bruke rentbrennende ovner. I mange land tror man fortsatt at vedfyring er forbundet med mye røyk og host og hark. I Norge bruker vi denne energien på en miljømessig forsvarlig måte, bemerker Mytting. I Sverige har Hel ved nå solgt over 50 000 eksemplarer. Den finske utgivelsen kommer i mars. Her hjemme er godt og vel 150 000 vedbøker passert. Førsteopplaget var på 4000. - Blir du litt lei av å snakke om ved? Ingen stabel, ingen ektemann. - Det begynner jo å bli litt mye ved, men jeg er fortsatt veldig nerdete og entusiastisk når det gjelder dette. Jeg får jo så mye bra inn fra leserne, også. Men jeg begynner nok å innse at dette er en bok jeg aldri blir ferdig med. Den ruller og går sin gang, sier Mytting. Forlagssjef Anne Gaathaug i Kagge forlag bekrefter at den kommer til å rulle videre også utenfor Skandinavia. - De engelskspråklige rettighetene er nettopp solgt, både for det britiske og amerikanske markedet, til MacLehose Press, forteller hun. Hele verden ringer For NRK er dette nok en 'sær, smal' direktesendt affære som viser seg å bli så bred at hele verden fatter interesse. Men mens forrige internasjonale nyhetsbegivenhet var NRKs ekstreme maratonsending fra hele Hurtigrutens ferd nordover, var 'Nasjonal vedkveld' tross alt et mer edruelig prosjekt: Tolv timers direktesending, hvorav åtte rett og slett var fyr på peisen. - Vi tenkte at dette enten var veldig sært, eller at det kunne slå veldig an. Så skjer vel det med andre folk som skjer med oss nordmenn: Vedfyring handler både om nytte og følelser, og det vekker begeistring. Det er veldig hyggelig, sier prosjektleder Lise May Spissøy i NRK. Hva er vedstabling på engelsk? NRKs Rune Myklebust, som først lanserte ideen om å rette kameraet mot peisen, var halvveis ut i intervjuet med nyhetsbyrået Reuters - dette var allerede før 'Nasjonal vedkveld'-sendingen - da han husket det engelske ordet for ved, firewood. I dag har han måttet friske opp vokabularet ytterligere, for å beskrive kløyving, stabling, peis med mer på engelsk. - Jeg merker godt at USA har våknet av New York Times-artikkelen i dag, ja, forteller han. Telefonen har ringt og ringt, blant annet fra BBC World Services USA-kontor, fra CNN og en rekke andre medier. - Så mye internasjonalt oppstyr hadde jeg overhodet ikke ventet. Og at New York Times skulle spørre meg hvilken vei jeg stabler veden, det hadde jeg nok aldri trodd, ler Myklebust. 'Gøy med litt rare nordmenn' Han har også latt seg fascinere av kommentarfeltet til New York Times, der norsk vedhugst og -

fyring er dagens mest debatterte emne. - Noen kommenterer artikkelen, noen kommenter boken til Lars Mytting, men de aller fleste diskuterer jo ved, akkurat slik vi gjør her hjemme. Amerikanerne, spesielt nord i USA, er nok vel så opptatt av ved som oss. De synes nok det er gøy med oss litt rare nordmenn, men det virker som om mange drømmer seg til Norge også. Som én av dem kommenterte: Mens de diskuterer hvor mange kuler de skal ha i våpnene sine, diskuterer man hvordan man stabler ved i Norge, beskriver Myklebust. - Hvordan stabler du veden selv? - Mitt svar kom ikke på trykk i artikkelen. Som vestlending skal jeg jo ha barken opp. Men jeg har erfart at vedstabelen blir mer stabil om jeg blander litt, med barken både opp, ned og til siden. - Du er en anarkist? - Ja, medgir Myklebust over telefonen og legger mer på mer ved. Ja, det er faktisk det han driver med mens intervjuet pågår. Forfatter Lars Mytting er intervjuet om ved i artikkelen. Nå etterlyser mange lesere den engelske utgaven av `Hel ved`-boken. Et forlag har allerede kjøpt opp rettighetene for det britiske og amerikanske markedet.

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Glødende interesse for NRKs ved-tv

NRK Hordaland. Publisert på nett 17.02.2013 13:36. (Oppdatert 17.02.2013 15:15)
sindre Øye helgheim.

SE REPRISEN: Nasjonal vedkveld engasjerte mange. Her ser du sendingen på ny. NRKs tolv timers lange vedprogram har vekket oppsikt langt utenfor kalde Norges grenser. Se hele sendingen på nytt her. (Oppdatert: 17.02.2013 15:15)

Fredag kveld fyrte NRK av tolv timers direktesendt om ved med programmet Nasjonal vedkveld. TV-seerne fikk et fire timer langt magasinprogram kun dedikert til ved, før et brennende bål fylte tv-skjermen åtte timer gjennom natten også det direkte. Den noe spesielle temasendingen ser ut til å ha vært en suksess. På Twitter trykker nordmenn ved til sitt bryst og i utlandet ser man med undring mot Norge. Du kan se del 1 av sendingen i videovinduet øverst i artikkelen. Resten av sendingen kan du kose deg med her: Nasjonal vedkveld del 2:2 Nasjonal vednatt del 1:3 Nasjonal vednatt del 2:3 Nasjonal vednatt del 3:3 Nasjonal vedmorgen Reuters og New York Times - VEDUNDERLIG: Program Rune Møklebust i NRK Hordaland har vunnet priser for langsom-TV tidligere. Denne helgen sto han bak nok en sær NRK-satsing. Foto: Bjørn Erik Rygg Lunde /NRK Både Reuters, BBC og New York Times har fyrt opp om sendingen, og klipp fra programmet sprer seg verden rundt. Programsjef i NRK Hordaland, Rune Møklebust, sier han ble tatt på sengen da Reuters plutselig ringte kort tid før sendingen startet fredag kveld. Jeg ble helt overrumplet og var ikke forberedt på å snakke engelsk. Det gikk et halvt intervju før jeg kom på hva de engelske ordene for bål og ved var, forteller han. Etter hvert som den noe knusktørre sendingen pågikk, blusset interessen opp på sosiale og tradisjonelle medier. BBC omtalte programmet og sendte også deler av bålet på britisk TV. Ved brenner kanskje sakte, men kan den fyre opp publikum?, skrev BBC i sin nettsak natt til lørdag. Nasjonal vedkveld. Ein må berre elske nrk. Torgeir Rusten (@torgeirr) February 15, 2013 Jeg var direkte inne på BBC radio klokken 03.00 på natten og snakket om sendingen. Jeg hadde tenkt å legge meg, men ble sittende og se på bålet, sier Møklebust. Kronprinsessen engasjerte seg Jeg elsker gale Norge, skrev Lucy Keeler i en tweet. Hun lenket opp til Reuters-saken om vedgalskapen, og ble retweetet av kronprinsesse Mette-Marit, skriver Dagbladet. I kommentarfeltet til nettavisen renner det over av flammende innlegg om Nasjonal vedkveld både negative og positive. I love crazy Norway. RT@ reuters: Norway plans to broadcast burning fireplace on television for 12 straight hours reut.rs/XSUHQp Lucy Keeler (@lucystrid) February 15, 2013 Senere har populære nettsider som Gawker og Huffington Post skapt blest om Nasjonal vedkveld. Norge er ikke fremmed for rare tv-sendinger, skriver Huffington Post, med referanse til Hurtigruten minutt for minutt. Og jeg har sittet i et 20 minutters langt intervju med New York Times om programmet. Vi var forberedt på at mange er interessert i ved, men den internasjonale oppmerksomheten kom litt overraskende, sier Møklebust. Se for deg fargefulle kommentarer fra koselige vedekspert foran et knitrende bål, som snakker for seerne i tolv timer. `Fengslende` er neppe en beskrivelse. Men akkurat det får norske tv-seere på skjermen, skrev New York Times. Ser på Norge som fint, rart og varmt Seertallene for programmet blir først kjent mandag. Det meste av omtalen har vært gøy og fin. Det har vært litt med et blikk oss nordmenn og Norge som noe fint, rart og varmt, sier han. Tidligere Norge Rundt-programleder Rebecca Nedregotten Strand stablet sendingen sammen. Hun holdt liv i sendingen fra Langegården besøksgård i Bergen uten noen særlige pauser i fire timer, sammen med 16 17 lydfolk, kamerafolk, produsenter og andre. Det hele har vært veldig gøy. Det er helt snålt at sendingen varte så lenge og at tiden gikk så fort. Etter noe sånt må du bruke litt tid på å skjønne hva du har vært med på, sier hun. LUKTET BÅL: Rebecca Nedregotten Strand lærte seg hele manuset for den fire timers lange sendingen utenat. - Jeg har aldri så mye bål, sier hun om sendingen. NRK Nasjonal vedkveld på #NRK2. TOLV timer med #bålbrenning. Bedre tv-underholdning finner du ikke! #idyll #kos Atle Drøsdal (@adrosdal) February 15, 2013

Men jeg vet ikke helt hvordan det gikk, siden jeg stod midt oppi det selv. Det var i hvert fall veldig kjekt og veldig hyggelig å tilbringe kvelden med så mange fine folk. Det var selvsagt litt intenst, og med lite pauser var vi helt gåen til slutt, sier Strand. Holdt liv i bålet BÅLANSVARLIG: NRK-fotograf Ingrid Tangstad Hatlevoll filmet og holdt liv i bålet som ble vist i åtte timer på NRK2. Hun overlevde på marshmallows og grillede pølser. Foto: Privat Etter den fire timers lange magasinsendingen gikk de fleste NRK-ansatte hjem. Men en fotograf og en teknisk leder holdt bålet, musikken og tv-bildet i live gjennom natten. Lars Myttings bestselgende bok *Hel ved* var noe av bakgrunnen for at NRK fikk ideen for programmet. Mytting gjestet også programmet og snakket om folks forhold til ved. Oppmerksomheten om programmet sier kanskje litt om hva slags sprø ide dette egentlig var. Lars sa litt om at den norske følelsen og forholdet til vedfyring er veldig, veldig sterke. Men det er ikke et særnorsk fenomen, boken hans har jo også solgt stort i utlandet, sier Strand. Har sett på nrk2 i hele kveld! Fantastisk program om ved! #vedkveld#nrk2 Pål Tromsnes (@PTromsnes) February 15, 2013 Vedunderlig I tillegg har suksessen med tidligere minutt-for-minutt-sendinger som Bergensbanen og Hurtigruten gjort at NRK tente på ideen. NRK har vunnet mange priser for sine slow-TV-sendinger. Jeg tror ikke vi hadde kommet opp med dette om vi ikke hadde de erfaringene. Det som er litt annerledes denne gangen er at vi kobler sakte-TV opp mot et tema, og lager det på en litt annen måte, sier programsjef Rune Møklebust. Han er ikke i tvil: Nordmenn elsker ved. Det er helt vedunderlig! Nasjonal vedkveld har blitt internasjonal vedkveld, sier programleder Rebecca Nedregotten Strand. Hun kjenner fremdeles lukten fra vedmaratonet. Jeg har aldri luktet så mye bål før som jeg gjorde i helgen. Og jeg har vært speider og sittet rundt mange bål, smiler hun. Hva syns du om NRKs nerdeprogram om ved? Bruk kommentarfeltet under! Føler lisenspengene mine er i ferd med å gå opp i røyk. #vedkveld #nrk2 Morten Ellingsen (@Mo_Ell) February 15, 2013 Kommentarsystemer er levert av DISQUS. NRK står ikke ansvarlig for misbruk av Disqus gjennom andre installasjoner enn på NRK.

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Kunne dette skjedd i noe annet land enn Norge?

Dagbladet. Publisert på nett 16.02.2013 22:53.

SNORRE SCHJØNBERG snorre.schjonberg@dagbladet.no Guro Havro Bjørnstad ghb@dagbladet.no.

Tolv timer direktesendt peis på TV-en får verden til å legge merke til oss. (Dagbladet): NRK har fått øynene opp for virkelig sakte-TV.

Etter stor suksess med både Bergensbanen og Hurtigruten minutt for minutt har man nok tenkt kreativt på Marienlyst i jakten på den neste store seermagneten. Fredag kveld og natt til lørdag fikk vi det siste nye fra sakte-fronten: Nasjonal vedkveld. Hele programmet kan du se her. En tolv timer lang sending om fyr i peisen er kanskje ikke like nasjonalromantisk som Hurtigrutas ferd forbi jublende folkemasser ute på selv den ødeste odde, men likevel et tegn på det typisk norske som har vært så viktig så langt i 2013. - Jeg elsker gale Norge, skrev Lucy Keeler i en tweet og lenka til en Reuters-sak om ved-galskapen. Hun ble retweetet av kronprinsesse Mette-Marit. - Et åndelig forhold Også NRK innrømmer at det er noe helt spesielt med nordmenn og ved. - Det er så herlig at nordmenn er så opptatt av ved, som det viste seg at nordmenn var etter at boka Hel ved til Lars Mytting kom ut, sier programsjef i NRK Rune Møklebust til Dagbladet. Overfor Reuters gikk han fredag enda lenger: - Nordmenn har et åndelig forhold til ilden. Ilden er grunnen til at vi kan være her. Hadde det ikke vært ved, kunne vi ikke levd i Norge, sa han. Han forteller at ideen om en ved-sending først var en slags tulleidé, men at det hele endte med en temakveld på NRK2. - Vil trolig ikke slå an - Målet vårt var at vi skulle gå virkelig i dybden. Det skulle ikke være et breddeprogram, det skulle være et dybdeprogram, sier Møklebust. Sendingen har skapt overskrifter internasjonalt. BBC kastet seg på og sendte deler av bålbreninga, som også inneholdt kommentarer og rundt fire timer med gjester. Huffington Post slår imidlertid fast at det siste heite tilbudet fra norsk stats-TV trolig ikke slår an her. Møklebust har fått merke interessen fra verden. - Nå har jeg nettopp snakka med New York Times, og BBC sendte fra vår sending i natt, sier han. Programdirektøren forteller også om stort engasjement hjemme i de tusen peise-stuer. Kunne ikke si ved - Vi hadde en enorm pågang på SMS, det rant inn med spørsmål til programmet. Vi klarte ikke å svare på alle en gang, fordi det var så mange. Ellers er det mye moro på Twitter. Noen synes at det er helt håpløst, noen synes det er gøy og noen synes det er koselig og fint, sier Møklebust og legger til: - Men det er klart at de nordmennene som har det sterkeste forholdet til ved, de er ikke på Twitter. De sitter hjemme i stua og ser på nasjonal vedkveld. Til tross for et helsprøtt konsept ble Møklebust og NRK tatt på senga av interessen fra omverdenen. - Jeg trodde ikke vi skulle få så mye oppmerksomhet i utlandet. Det første intervjuet jeg gjorde med en utenlandsk avis var jeg så lite forberedt til at jeg ikke kunne de engelske ordene jeg trengte. Jeg gjorde halve intervjuet før jeg visste det engelske ordet for ved, sier han. Så er det bare å vente på neste direkte maraton fra NRK. Hva synes du? Fikk du tenning av den nasjonale vedkvelden? Hva slags sakte-TV kan du tenke deg i framtida? FYR I PEISEN: Fredag kveld og natt til lørdag var det nasjonal vedstemning i NRK. Da kunne vi se dette på TV-skjermen: En brennende peis i tolv timer. Her får du en liten smakebit dersom du gikk glipp av hendelsen. Video: NRK.

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Valgreportasjer fra slaraffenland

Aftenposten. Publisert på nett 27.08.2013 22:55.
aasmund willersrud, david bach.

Hva skal en utenriksjournalist fra utlandet fokusere på, når han eller hun skal lage spennende journalistikk fra en heller søvnig norsk valgkamp? I dag er det mindre enn to uker til vi atter strømmer til valgnene.

Oljeboom, velstandsutvikling midt i krisenes Europa, Fremskrittspartiets vekst og ikke minst 22. juli 2011 har åpnet mange utenlandske journalisters øyne for Norge, selvfølgelig også i valgkampen. Aftenposten har tatt en kikk på våre utenlandske kollegers dekning av en norsk valgkamp som i seg selv mangler både dramatikk, ideologiske oppgjør, skjebnesvangre veivalg og verdensberømte hovedaktører. Frp vekker interesse Først ut er den tyske kvalitetsavisen Süddeutsche Zeitung, som har tatt fatt i denne kjedsomheten og utviklet den til det egentlige hovedpoeng i den politiske reportasjen. - Den regjerende rødgrønne koalisjon må frykte et alvorlig nederlag i valget, skriver avisens utsendte medarbeider. Hvorfor? Fordi folket ser ut til å kjede seg i all velstanden, og ønsker å prøve ut noe nytt. Det finnes ellers ingen åpenbar grunn til at et regjeringsskifte skulle være påkrevet, snarere tvert imot, heter det: Økonomien går fremragende, ledigheten holder seg lav og boligprisene stiger, i motsetning til Danmark og Nederland. Selv statsministeren, Jens Stoltenberg, er det knapt noen objektiv grunn til å bytte ut, mener journalisten, som finner ham schwungvoll. Kunnskapen om norsk politikk i utenlandsk presse ser ut til å være økende. Tidligere har vi sett en nesten konsekvent tendens til å omtale Fremskrittspartiet som et parti ute på ytterste høyre fløy, i samme kategori som nederlandske Geert Wilders, franske Jean-Marie Le Pen eller den avdøde østerrikeren Jörg Haider. Nå ser utlendingene oftere på hva partiet vil, og finner røtter i den klassiske liberalisme, slik Süddeutsche gjør. Innvandringsmotstand Men Fremskrittspartiet identifiseres også som antiinnvandringspartiet, slik som i ingressen til det amerikanske nyhetsbyrået Bloomberg News' reporter i Oslo: - Velgerne har sluttet å assosiere partiet med den verste massakren i Norge etter krigen. Byråets medarbeider har intervjuet partileder Siv Jensen, og sammenligner retorikken hennes i dag med forrige valgkamp. Da snakket hun om snikislamiseringen av Norge. Nå vil partiet arbeide mot visse aspekter av ulovlig innvandring, observerer Bloomberg. Nyhetsbyrået oppsummerer med få ord, i en økonomisk analyse fra Oslo, hva valgkampen her egentlig dreier seg om: Partiene slåss om hvordan de skal gjøre best bruk av alle pengene i landets velstandsfond. Journalisten skildrer i praksis et valg i slaraffenland, middelalderens fantasirike der innbyggerne fikk alt de ville ha, uten å behøve å jobbe. Vinden snur Magasinet Time fokuserer også på at 22. juli kanskje ikke stanser en blå-blå regjering, med tittelen Norges ytterste høyre kan komme til makten til tross for minnet om Anders Behring Breiviks drapsorgie. De har intervjuet blant annet Arbeiderpartiets Prableen Kaur og Fremskrittspartiets Kristian Norheim, og merker seg at den økte sympatien for de rødgrønne begrenset seg til kommunevalget i 2011. bølgen av sympati ble ødelagt et år senere da en rapport avslørte en rekke sikkerhetsmessige svakheter som ledet til Breiviks herjinger. I mellomtiden har Fremskrittspartiet forskjøvet noe av sin retorikk, og regner seg nå som en ordinær bevegelse i retning av amerikanske republikanere eller de britiske konservative, skriver journalisten fra Time. Men Hans Geelmuyden tror ikke taxistuntet til Jens Stoltenberg vil ha betydning for det endelige valgresultatet. Irske PressTV fulgte Aftenpostens NUPI-debatt og merker seg at kun en av tre norske velgere mener utenrikspolitikk er viktig, til tross for vår høye levestandard. - Ifølge FN har Norge den høyeste levestandarden i verden. Likevel ser de hjemlige problemene ut til å gå foran utenrikspolitiske saker. Neste måned går nordmennene til urnene, men flertallet kommer ikke til å ha utenrikspolitikk i tankene når de avlegger sin stemme, heter det i rapporten fra kanalen. Taxituren Financial Times, med flere andre, fattet stor interesse for Jens Stoltenbergs taxistunt. For noen dager siden fastslo de imidlertid at Norges statsminister kjører av veien i valgkappløpet, med klare tall fra de seneste målingene. Alt kan skje, måtte de imidlertid sitere en opposisjonspolitiker på. - Logikken tilsier at Stoltenberg må tape, men på en annen side har ikke alltid logikken diktert hva som vil skje her i Norge. Kjedelig har ingen av utlendingene kalt Stoltenbergs gjesteopptreden som drosjesjåfør, men konklusjonen er som Süddeisches reporter skriver: - PR-stuntet skaffet nok Arbeiderpartiet flere klikk på internett enn nye velgere. Se Stoltenberg som taxisjåfør I et PR-stunt regissert av reklamebyrået Try, opptretter Stoltenberg i full forkledning som taxisjåfør. Se opptak fra stuntet her. VIDEO: Arbeiderpartiet / Try

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Å være født i Norge, er som være på verdens største vinnerlag

Dagbladet. Publisert på nett 09.09.2013 19:42.
Petter Løken pel@dagbladet.no.

Omtales som en øy av velstand i et skrantene Europa. Valgserien Folkets røst Se alle episodene av Folkets røst!

Valg 2013 Siste Dagblad-måling Kilde: Ipsos MMI, R 2,3% SV 5,8% A 29,4% Sp 4,9% KrF 5,1% V 4,5% H 25,9% Frp 16,4% MDG 4,1% andre Andre 1,7% vet_ikke Vet ikke % Tweets about `#valg2013` (Dagbladet): Det norske stortingsvalget går ikke upåaktet hen utenfor landets grenser. I går fortalte ABC News sine lesere at valget i Norge møter et heller uvanlig problem: For mye oljepenger. Norge omtales som en øy av velstand i et skrantene Europa, som forsøker å finne ut hvordan den enorme haugen av oljepenger kan brukes uten å skade økonomien i det lange løp. Danske Berlingske skriver at Å være født i Norge, er som være på verdens største vinnerlag, etter at de har vært på reportasjetur rundt i Norge: Et land uten synlige problemer Svenske Aftonbladet skriver at Norge tirsdag med stor sannsynlighet kommer til å våkne opp med Fremskrittspartiet som en naturlig del av borgerlig side, og at det er en historisk hendelse i skandinavisk politikk. For omverden er det vanskelig å forstå hvorfor et land som Norge med 2,6 vekst, 3,4 prosent arbeidsløshet og et handelsoverskudd på 14 prosent vil kaste statsminister Jens Stoltenberg, skriver avisa. De løfter også fram at FN's flyktningkonvensjon må forhandles på nytt for Norges del om Fremskrittspartiet får bestemme. Som om andre verdenskrig aldri har hendt. Dette i landet som deler ut Nobels fredspris. skriver avisa. Flere utenlandske medier, som BBC og The Washington Post bruker spalteplass på hvordan Norge har gått mot høyre etter terroren i 2011. Valget på db.no I stortingsvalget 2013 velges 169 medlemmer av nasjonalforsamlingen for perioden 2013 til 2017. Valgdagen er 9. september, men det er mulig å forhåndsstemme. Kommuner kan velge å også ha åpne valglokaler 8. september. Les siste nytt om valget på. Se alle. Ta Dagbladets. Se alle.

VINNERLAG: ABC NEWS omtaler Norge som en øy av velstand i et skrantene Europa, som forsøker å finne ut hvordan den enorme haugen av oljepenger kan brukes uten å skade økonomien i det lange løp, mens danske Berlingske skriver Å være født i Norge, er som være på verdens største vinnerlag. Illustrasjon: Jublende norske supportere i sluttminuttene av VM-kampen i ishockey mellom Norge og Latvia i Globen. Norge vant 3-0. Foto: HÅKON MOSVOLD LARSEN / NTB SCANPIX

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Som man roper i skogen

VG Nett. Publisert på nett 13.09.2013 11:13.

Ifølge utenlandske medier har Anders Behring Breiviks ideologiske plattform vunnet stortingsvalget, og står klar til å forme regjering.

De groteske karikaturene av Fremskrittspartiet som en forvalter av barnemorderens bisarre tankegods er fremmet i ellers uangripelige analyser av det norske valgresultatet. Koblingene mellom terroristen og det politiske partiet han en gang var medlem av, og som han forlot fordi det ikke var ytterliggående nok i sin fremmedfrykt og islamofobi, er et historisk faktum. Like fullt er den ensidige vektleggingen av dette nyhetspoenget problematisk. For oss alle. At selv nyhetsorganisasjoner som tradisjonelt hører hjemme på høyresiden velger å formidle en ekstrem parodi av Frp til sitt nasjonale publikum, kan vekke et øyeblikks skadefryd hos meningsmotstandere her hjemme. SVs Heikki Holmås gjorde et nummer av det, og skrev onsdag kveld på Twitter at det bare var helt naturlig at utlandet oppfatter Frp som Norges høyrepopulistiske parti, som Dansk folkeparti og Sverigedemokratene. Men når Holmås og andre som har gitt uttrykk for noe av det samme får tenkt seg om, vil de se at denne fortegnelsen av norsk politikk og samfunnsliv bare er ubegavet, i beste fall misforstått. Den tjener ingen annen hensikt enn å sette Norges omdømme i vanry internasjonalt. Det trenger ikke norske parlamentarikere å bidra til, uansett hvor såre de måtte være over valgresultatet. Å koble Frp til europeiske ekstremister på ytre høyre, som det norske partiet ikke har noe med, blir ikke riktigere om det gjentas mange nok ganger. Det er en ideologisk avgrunn mellom disse selverklærte rasist- og fascistpartiene og Frp. Sammenlignet med Frankrikes Front National, italienske Lega Nord og Nasjonalalliansen (som nå er en del av valgalliansen Frihetens Folk) eller greske Gyllent Daggry, for den del, kan Fremskrittspartiet knapt kalles høyrepopulistisk en gang. Selv om det er det i norsk målestokk. Likevel: Få, aller minst Frp selv, bør være overrasket når mediene og meningsmotstandere konfronterer partiet med utsagn og utspill dets representanter har kommet med. Den tidvis maniske opptatthet enkelte har av islam og ikke-vestlig innvandring, som om dette var oljenasjonen Norges aller største problem, har påkalt oppmerksomhet langt utenfor landets grenser. Slik høster Frp fruktene av sitt eget såkorn. Når Siv Jensens advarsler i 2009 mot un'islamizzazione strisciante - en snikislamisering - trekkes frem av den italienske storavisen Corriere della Sera, og tolkes inn i en høyreekstrem forståelse av Frp, er det en påminnelse om to ting: Det ene er den globale medielandbyen vi nå alle bor i. En karikaturtegning i Norden setter fyr på ambassader i Midtøsten. Av det vet vi også at kulturell kontekst og meningsinnhold ikke transporteres på samme måte som selve bildet. Det andre er nettopp hvilke bilder vi tegner. Hvor tydelig blir det vel ikke når vi får servert en karikatur av Frp i andre lands medier. Selv Heikki Holmås, innerst inne, vet at dette er et vrengebilde. En karikatur er en fordreining; den overdriver enkelte særtrekk og forstørrer disse på bekostning av andre, kanskje formildende sider. Samtidig har karikaturen noe sant ved seg. Den er et destillat av virkeligheten. Noen av de mer nådeløse tegningene til min gode kollega Roar Hagen her i VG er - ja, nettopp - brutalt ærlige. Men altså bare en flik av fakta. Fremstillingen av Frp i italienske, britiske, svenske, danske, tyske og franske medier er like sannferdig som Christian Tybring Gjeddes skildring av muslimer og hvilken fare islam representerer; det er ikke tatt ut av løse luften, men fortolkningen har farget det som manes frem. Det er forståelig at Ketil Solvik-Olsen, en av de mer moderate røster i Frp, ber UD rydde opp i Breivik-avsporingen. Men neppe noen god idé. Vi som har jobbet i pressen noen år, og som har opplevd å få henvendelser fra et lands ambassade om å skrive penere om deres regjering, har aldri tatt disse telefonene på alvor. Tvert om. Derimot bør Frp benytte sin tilsvarsmulighet og selv forklare angjeldende medier hvordan ting henger sammen. I en tilsvarende situasjon, men med motsatt partipolitisk fortegn, hadde Frp neppe bifalt at UD brukte ressurser på å forklare New York Times eller Folkets Dagblad i Beijing hva Det norske Arbeiderparti egentlig mener. Politiske kommentatorer har det til felles med

dem vi kommenterer, at det er gis rikelige anledninger til å møte seg selv i svingdøren. Det er ikke alltid et like hjertelig gjensyn. For egen del kan jeg hilse fra Italia og melde at mange italienere er nokså oppgitt - og lei! - av hvordan deres politiske ledere fremstilles i utenlandske medier. Som korrespondent og EU-kommentator bosatt i Italia har jeg bidratt der. Mea culpa! Silvio Berlusconi er ingen elsket mann i hjemlandet. Han er likevel populær blant mange, og får stemmer fra velgere som forakter hans livsførsel og kvinnesyn, men som likevel mener den politikken han fører har noe for seg. Når vi himler med øynene og ikke skjønner hvordan en fjerdedel av italienerne kan stemme på en slik fyr, overser vi det faktum at han representerer et bredt politisk program som samler velgere fra sentrum til ytre høyre. Mine nærmeste venner på Sicilia holdt seg for nesen og stemte på Berlusconis konservative allianse nå ved siste valg. De liker ham ikke, men liker enda mindre at andre lands medier fremstiller ham som en mafios klovn, og bare det. OK, han er en skurk, men han er vår skurk, som LBJ skal ha sagt om Panamas diktator Noriega. Ytre fiender gir indre samhold. Dette er universelle mekanismer som er overførbare til lokale nivå. Det vet Frp-ledelsen bedre enn noen.

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- Innvandringskritisk parti med bånd til massemorderen Anders Behring Breivik på kurs til å vinne seter i norsk valg, hadde nettutgaven av The Independent. som tittel tirsdag morgen, sammen med bilder av Breivik og Siv Jensen.

- Norges innvandringskritiske Fremskrittsparti ser ut til å være på kurs til å gå inn i regjeringen første gang til tross for partiets tidligere bånd til den dømte massemorderen Anders Behring Breivik som en gang var medlem av den populistiske, høyreorienterte organisasjonen, fortsetter den britiske storavisen. Frps inntog i regjeringsskorridoremne er et gjennomgangstema også i andre engelskspråklige medier. - Sentrum-høyre-leder Den britiske kringkastingen BBC omtaler Erna Solberg som sentrum-høyre-leder, men tilføyer at hun forventes å danne regjeringen med det innvandringskritiske Fremskrittspartiet. The Guardian skriver at Norges nye sentrum-høyre-regjering står foran tøffe koalisjonsforhandlinger. Avisen påpeker at den nye regjeringen må forholde seg kritisk både til innvandringspolitikken og offentlige utgifter, men at Solberg i spissen for Høyre også skal forholde seg til et populistisk parti som ønsker å bruke mer av landets store oljerikdom. Norges nye stjerne Svenske Aftonbladet er derimot ikke først og fremst opptatt av Fremskrittspartiet. - Norge har sagt sitt. Velgerne vil ha en ny regjering, og Høyre-lederen Erna Solberg blir den som danner ny regjering, konstaterer avisen. Dagens Nyheter fastslår at det blir maktskifte i Norge - borgerlig majoritet, mens Expressen.se omtaler Høyre-lederen som Norges nye stjerne. I Danmark skriver Jyllands-Posten at Stoltenberg erkjenner nederlag sammen med storseier til blå blokk i Norge. Politiken går rett inn i den nye regjeringens nye utfordringer og skriver at oljeboring i nord skiller de norske borgerlige. - Velgernes dom var tydelig og hard, skriver avisen. Den finske svenskspråklige avisen Hufvudstadsbladet skriver nøkternt at maktskifte venter i Norge etter at de fire borgerlige partiene har fått en klar majoritet. Frps tilbakegang Nettavisen til den liberale tyske nettavisen Die Zeit er mindre dramatisk enn The Independent, men finner også grunn til å nevne Fremskrittspartiets inntog i en norsk regjering innledningsvis. - Norge rykker politisk til høyre. Ved stortingsvalget seiret den konservative koalisjonen til Erna Solberg. For første gang kan høyrepopulistene komme i regjering, skriver Zeit Online. Frankfurter Allgemeine Zeitung (FAZ) skriver under tittelen Høyredreining og regjeringsskifte at Erna Solberg kan komme til å ta det høyrepopulistiske Fremskrittspartiet med i sin kommende regjering. Den arabiske kringkastingen Al Jazeera legger på sin engelskspråklige nettside vekt på at Arbeiderpartiet og statsminister Jens Stoltenberg har innrømmet nederlag. Den siterer Siv Jensen på at Frp skal delta i regjeringsforhandlinger, men påpeker at partiet har mistet mange plasser i Stortinget. (NTB)

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